

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

VOL. CXLIII, No. 9

NEW YORK, MAY 31, 1928

10c A COPY

B. A. I. S. 1911 with N. W. Ayer & Son



Pas de lieu Rhône que nous!

THERE'S something about the very thought of a canoe that invokes adventuring.

You see yourself gliding over quiet water like a bit of animated thistledown. Pitting your skill against the tug of hoarse, white currents. Languorous lakes at night, powdered with blue star dust and the sheen of warm moon. Crisp mornings with rod and reel. Or a rifle across your knees.

Yes . . . there's something about a canoe. The lithe, graceful craft of inland waterways—developed by the American Indian, and perfected by the Old Town Canoe Company, at Old Town, Maine.

All this infinite variety of romantic association we have woven into the advertising of Old Town canoes, blended with facts of utility, safety, durability, lightness, capacity. . . . For seventeen years we've been pushing the thought, "Paddle your own canoe"—and make it an Old Town. And it's been a lot of fun—for us, and for the many who have accepted our invitation to go adventuring.

N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

SAN FRANCISCO



"The successful businesses of the future will be those that improve the processes and reduce the cost of production and rid distribution of its present indefensible wastes and limit the area of the industrial battle field."

—Edward A. Filene in the *New York World*, May 14, 1928.

In other words, advertisers are feeling the need of greater flexibility in their advertising plans.

A New Day Has Dawned and many advertisers are discarding or revising old formulas in selecting media.

The Standard Farm Papers

offer a flexible "advertising force" that concentrates consumer influence *where you need it*.

Their editorial message and subject matter conforms to local requirements, making it possible for the manufacturer to match his advertising to local market conditions.

THE STANDARD FARM PAPERS

The Prairie Farmer
Nebraska Farmer
The Farmer, St. Paul
Wallaces' Farmer
The Progressive Farmer

Hoard's Dairyman
The Breeder's Gazette
The American Agriculturist
The Wisconsin Agriculturist
The Pacific Rural Press

WALLACE C. RICHARDSON, Gen'l Manager

CHICAGO

Courtney D. Freeman, Western Mgr.
507 North Michigan Ave.

NEW YORK

Willard E. Downing, Eastern Mgr.
250 Park Avenue

SAN FRANCISCO, Kohl Bldg.

Standard Farm Papers have no newsstand sales

PRINTERS' INK

Registered U. S. Patent Office

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VOL. CXLI

NEW YORK, MAY 31, 1928

No. 9

How Cromar Grew from a \$15,000 Advertising Start

The Idea of a Local Woodworker Has Grown into a Nationally Advertised Product

By W. D. Crooks, Jr.

Vice-President, Sales and Advertising Manager, The Cromar Company

WE give advertising a great deal of credit for our growth. It seems to me that I have always believed in advertising. During my school days and during the several years that I was with W. D. Crooks & Sons, which, as I will point out later, founded The Cromar Company, I was interested in advertising. I think that my name appears on the subscription list of PRINTERS' INK continuously since 1911. I will say with all sincerity, without the slightest exaggeration, that such success as has come to me to date, can be credited in no small measure to PRINTERS' INK and the ideas which I read there.

Yet I do not wish to over-emphasize the importance of merely believing in advertising. For I realize that we would have made a howling failure if we had not mixed in with our use of advertising more than a fair measure of ordinary common sense. We had some difficult hurdles to overcome in our growth and no amount of advertis-

ing expenditures would have helped us out had we not gone about solving those problems and the difficulties we met by investigation and careful, one-step-at-a-time planning to meet those problems.

Advertising, made an integral and permanent part of a business, helps that business tremendously. Advertising, looked upon as a thing apart, will not perform miracles.

Having made these general statements, I'll jump back to the beginning of our business. Elmer Dittmar of Williamsport, Pa., was a woodworker. More than a half century ago his father began designing and making furniture for local churches. It

The manufacturer who knows for a certainty that he cannot invest more than a tiny sum in advertising—\$15,000, for instance—frequently feels that such an appropriation could scarcely make even a dent in his potential market. Yet, many of our present-day million-dollar advertisers started with much smaller appropriations. And to prove that the days when an advertiser could start in a small way are far from gone, here is the story of a manufacturer who, six years ago, could afford to spend no more than \$15,000 in advertising. Today, this organization is advertising on a national scale.

product and the reputation of the local men spread out until their handiwork was purchased by churches in many parts of the country. Elmer and his brother had looked for some time for a product to enable them to branch out and to move quicker than church furniture.

One day Elmer Dittmar decided to put hardwood floors in his own home. Not only did the cost discourage him when he looked into the situation, but the labor charges for scraping, polishing and finishing seemed to him to be one of the big elements in the cost. Then preparing the floor, nailing the strips and all the rest, including finishing and varnishing by hand, took a lot of time. He thought of other people in other places who might be discouraged at the time and expense involved when they wanted to buy hardwood flooring, and then he decided to see if he could improve the usual process by eliminating some of the disadvantages.

He began to experiment by altering somewhat the usual standard strip. He then had the strips scraped and sanded by machines in his factory and varnished by hand and nailed down in his home. The only trouble was that it cost him more than the original estimate for his hardwood floor! The idea was right but the cost was high. By this time he was interested and started to build a machine which would apply a long wearing surface to flooring strips at a cost which would make the finished product a commercial possibility. His efforts were called foolish by many local people. He kept on for several years, working on processes of filling the kiln-dried wood, applying two coats of varnish and one coat of wax on the face and a moisture resisting treatment to the back and edges, and then invented and patented a number of machines for doing the work until a product was evolved which was

cheaper than the hand-made product, more convenient to handle and at least as good. Flooring finished by his machines could be laid by a carpenter as rapidly as one could nail ordinary boards of like width, and when the carpenter had finished laying the new product the floor was ready for use without the usual long wait.



A Revolutionary Way to Buy an Oak Floor

• • completely finished at the factory • • like furniture • •



After Scrapping, Cleaning and the numerous steps of varnishing, waxing, filling, staining and polishing, CROMAR Oak Floor is a floor of natural beauty. It is a floor of natural beauty because a machine makes it.

THESE statement. CROMAR is finished at the factory. All the scraping, sanding, filling, staining and polishing is done by patented machines which makes a better flooring because a machine makes it.

When the beauty of natural CROMAR steps catch you, create or create for this is not a common thing to do. And when you want a new home, or replace your old floors.

The complete job (filling, staining, varnishing) is done in the spirit of a man's own hand alone. That's the CROMAR difference.

—CROMAR—
A PREMIUM GRADE
OAK FLOORING



In the Drawing of the white oak is the floor of the CROMAR Oak Floor.

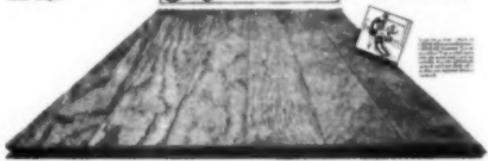
The many of CROMAR Oak Flooring is immediately recognizable as CROMAR because of the unique finish. It is the world. And a CROMAR floor gives you to make a hard-floored oak floor.

Write for booklet which tell of CROMAR's advantages in cost and selling non-residential way.

CROMAR is sold by lumber dealers, the largest number of whom are in a position to do a better job of selling CROMAR. If you are a lumber dealer, you will find the CROMAR floor is a floor that will sell.

Write for booklet which tell of CROMAR's advantages in cost and selling non-residential way.

THE CROMAR COMPANY, Williams, Pa.



STARTING SIX YEARS AGO WITH A \$15,000 APPROPRIATION,
CROMAR IS NOW USING FULL PAGES IN NATIONAL MEDIUMS

The first machines were very crude and not capable of turning out flooring on a straight commercial basis, but they did, nevertheless, apply an excellent cabinet finish which is something that no other machines had done before or since.

SOUGHT SELLING EXPERIENCE

The Dittmar brothers, always of an inventive turn of mind, sold a little of their pre-finished flooring locally and made some advances to lumber dealers and contractors in neighboring towns. But realizing that they were handicapped by insufficient knowledge

FOR QUICK RESULTS - CHRISTIAN HERALD

PHOTO
ANNE SHRIBER

A \$3,300,000 Weekly Food Bill!

WE will assume that Christian Herald families are the average — eat no more than the average — spend no more than the average. On this basis, Christian Herald families spend over \$3,300,000 each week for food alone.

Here is a market of size as well as influence for food manufacturers. Over 70% of Christian Herald circulation is in the shopping areas of towns of 25,000 or more population. This means that Christian Herald families can easily locate your product — and it goes without saying, that they will buy it if the desire is there.

Christian Herald

Bible House, New York

of the building industry, they came to W. D. Crooks & Sons, which is the name of our family's concern and which for over forty years has been a manufacturer of hardwood veneered doors marketed to lumber dealers throughout the Eastern States.

W. D. Crooks, the founder of this business, died in 1918 leaving a rather large business to the care of six sons, the youngest of whom was then about twenty-five years of age. Six mature brothers in one business seemed a few more than were necessary as we agreed to take a one-year option on Dittmar's proposition and have one brother, K. E. Crooks, devote that time to a market investigation of the possibilities of a factory finished hardwood flooring as well as to a study of Dittmar's processes looking toward possible improvements and refinements. There followed the organization of the Crooks-Dittmar Company, with the six Crooks brothers financing the venture and the Dittmars putting in their patents on the flooring and machines in lieu of money.

It was agreed that the Crooks brothers were to have entire control of production and general management with K. E. Crooks serving as general manager, the Dittmars remaining active only so long as their services seemed necessary on the equipment. This proved to be about two years, during which period most of our effort was devoted to improving processes and the product.

The writer, who had been selected to handle the sales promotion work, put a man on the road and did some little traveling himself. In this way, we were able to sell enough Cromar Flooring (a name obviously coined from Crooks and Dittmar) to a few of the dealers in nearby towns to keep our small plant running to capacity but it was not until 1922 that processes, methods and product had been developed to the point where we felt safe in attempting to branch out.

I mentioned previously how long I have been a reader of PRINTERS' INK. I believe I must have read 99 per cent of the text in every

issue for at least ten years and I still study it regularly. So it is probably not surprising that as early as the fall of 1921, when our sales force consisted of only two men and myself, I persuaded my brothers to let me engage an advertising agency. At first we used a few periodicals in the building trade, lumber trade and architectural fields. We ran copy describing our new product and its uses. Soon we had won an appreciable business scattered widely but thinly over some parts of the country. Since we were young, we decided to dig for facts about our future. The advertising agency and ourselves reviewed the entire sales policy and sales plans with the idea of more thoroughly organizing for the future. Up to that time, Cromar was frequently sold both to the building contractor and dealer, and even the user direct. We were well aware of the danger of this policy, but the lumber dealer and the building material dealer did not respond quickly to our efforts and after a thorough survey we adopted a definite plan.

The two important decisions so far as sales policy was concerned, which resulted from his study, were:

First: That all sales be made through the lumber dealers where possible and no sales would be made direct to the contractor or owner except where we had no dealer representation and then only at a protective price.

Second: That all sales effort would be restricted to a limited territory which the market survey indicated was sufficient to absorb the output of our original plant.

The market survey, which determined the above policy, included a careful study of previous sales by units of population so that it was a comparatively simple matter to determine the amount of similar population groups that would be required to absorb a given output.

The same study, which made it apparent that dealer distribution must be built up, if business was ever to be done on a large scale throughout the country, also convinced us that in order to build

(Continued on page 126)



Over the hills and far away—

Vacation draws on apace—and the Merrivale family, as usual, is undecided whither to wend. Except Merrivale Junior! He's had his mind made up for several weeks—and he's getting ready to "railroad" ma and pa into voting his way. Pa's been thinking of the seashore, as usual. Ma has the mountains in mind. They'll end by taking the auto trip to Bla-Bla Caverns—just as the young scion has it planned. He'll see to that, with a judicious mixture of softsoap, razz and diplomatic logic.

Young Merrivale is not unusual. He's one of the 500,000 readers of **THE AMERICAN BOY** who spend a good portion of

their time selling their families on the things they want. Whether it's a vacation or a new car, an overstuffed chair or an oil burner—they have the undeniable faculty of getting their way in most cases. Wonderful pleaders for any cause. And why not? They're man-sized—men in everything but years. 80% are of high-school age. Bright, intelligent, husky chaps—full of pep and buying capacity.

Advertise your product to them in their favorite magazine—**THE AMERICAN BOY**. Have half a million near-men on your side when the family buying councils assemble. August forms close June 10.

The American Boy
Detroit Michigan



3 cities of a size . . .



*Albuquerque, N. M.—
the center of a large retail
shopping area with two
prosperous counties.*



*Mason City, Ia.—
Serves a shopping
area made up of
seven prosperous
counties*



*Logansport, Ind.—
a good town between
Chicago and Indianapolis: does not
reach out far for its
retail shopping
trade*

*measure them
as Markets!*

*“Today geographical and political
lines have little to do with setting up
trading areas. Markets are where
people buy.”*

Retail Shopping Areas, the new
J. Walter Thompson Company
book, enables you accurately,
quickly, to rate the markets for
your specific product on the basis
of actual retail distribution. As to
character as well as size . . . con-
sider an example—

How do these towns rank for you?

Here are three cities of about equal size: Albuquerque, N. M., Mason City, Ia., and Logansport, Ind. Would your sales quotas be the same for *all*? Glance at these figures from Part II of *Retail Shopping Areas*.

	<i>Albuquerque</i>	<i>Mason City</i>	<i>Logansport</i>
Population.....	21,000	22,682	23,120
Shopping Area Population.....	102,600	124,782	85,495
Income Tax Returns—Area.....	2,189	2,020	921
Population per Tax Return.....	47	62	93
Department Stores.....	3	2	4

Obviously, now, the value of these towns as sales outlets must vary. For shopping goods of low unit price whose markets may be measured in population alone, Mason City ranks first; for goods of large unit price Albuquerque stands at the top; and as a market for convenience goods, Logansport, on the basis of city population alone, leads.

Retail Shopping Areas gives you in convenient, organized form complete facts about the United States market as detailed as you may wish.

Part I lists the 683 shopping areas according to the size of the centers. Part II gives the details. Part III lists each county by states, and names all incorporated places. The book contains two large United States maps and state maps, all in colors, a time saving Summary for Quota Work, and state indexes for seven bases for sales quotas.

For sales executives and others interested in market analysis and research, we believe *Retail Shopping Areas* will be invaluable. The price is \$10.00.

J. WALTER THOMPSON COMPANY

J. WALTER THOMPSON COMPANY,
420 Lexington Ave. (Room 1112), New York, N. Y.

Please send me..... copies of "Retail Shopping Areas" at \$10.00 per copy.

Name.....

Street.....

City..... State.....

How Allis-Chalmers Visualizes Advertising Plans for Dealers

Each District Manager Carries a Projector and Films as Part of His Selling Equipment

By H. G. Hoffman

Advertising Manager, Allis-Chalmers Mfg. Company, Tractor Division

FOR the last three years the problem of dramatically presenting our advertising campaign in its entirety to dealers, prospective dealers and salesmen has absorbed energy, time and expense with varying results.

We have had to take into consideration a limited appropriation. At the same time we have been faced with the necessity of having something in keeping with the pace set by other manufacturers who spare no expense in elaborate presentations. Of still greater importance has been the problem of having the dealer appreciate our efforts.

Any method of campaign presentation, we knew, would have to compete for attention with carefully bound portfolios, frequently in color. Naturally we wondered just what reception would be given to a plain, matter-of-fact portfolio, such as would be possible within our appropriation.

In addition to these competing influences, there remained the need of having the dealer co-operate to the greatest possible extent with his local newspaper advertising and with his work of sending a direct-mail campaign to prospects. His co-operation also requires the maintenance of a card index system and the doing of things which experience has shown are desirable from the standpoint of getting the maximum degree of effectiveness from our advertising activities.

Another matter which commanded attention involved the creation of some system of controlling the words and order of presentation followed by our salesmen. Although previous attempts at "canned" canvasses had not been eminently successful, this matter

had to receive serious consideration.

With this array of factors and necessities, the means of attaining the desired end seems to have been carried to a satisfactory degree with the use of films and a portable projector. There has always been fascination in a screen and a projected picture for most of us from our magic lantern days of youth to the stupendous screen productions of our present day. Whether this interest had waned or was sufficiently alive to serve our requirements was a debatable question which only experiment would answer.

Accordingly, a special film descriptive of our advertising activities was planned. From its start, through logical sequence to a definite conclusion, this film was designed to hold the interest of the onlooker by picture and explanatory title. Step by step the campaign to advertise the Allis-Chalmers 20-35 tractor is presented in all its phases.

The film is not a motion picture but consists of a series of alternating messages and pictures, starting with the title, "The Advertising Campaign for the Allis-Chalmers 20-35 Tractor Blankets Your Entire Market." Immediately following is this message, "With farm papers having a total circulation of 2,775,000 and readers totaling over 8,325,000." The next projection shows the covers of twelve farm publications which carry our advertising, while succeeding projections show our advertising copy.

Our use of outdoor advertising, radio broadcasting and direct mail is described and visualized as is our method of handling inquiries. The complete electro service rendered to our dealers is shown as

Read by More Than Four Out of Five Milwaukee Families

"Past experience* has convinced us that The Milwaukee Journal is essential to maximum development of our particular sales volume in the Milwaukee territory."

A. H. Landwehr, President,
Holland Furniture Company



* After using The Milwaukee Journal exclusively from 1921 to 1925, the Holland Furniture Company decided to investigate possibilities of cultivating sales in untouched fields by using other Milwaukee newspaper space. Advertising space accordingly divided, in 1926 The Journal accounted only 13% and in 1927 only 5% of the total Holland volume in Milwaukee newspapers. This proved the correctness of sales. In 1928, therefore, the Holland Company is using The Journal alone for maximum sales in the rich Milwaukee-Wisconsin market at lowest possible advertising cost!

THE MILWAUKEE JOURNAL
 **FIRST BY MERIT**

Thorough Trading Area Coverage at One Low Advertising Cost!

well as the printed matter furnished him for display purposes and for use when calling on prospects.

In all there are sixty-one projections of which thirty are pictures. Perhaps a broad idea of the way in which this plan of visualization is developed may be conveyed by listing some of the titles beginning with "What must the dealer do in order to benefit from this advertising?" referring to our previously presented activities. The titles follow:

First, plan a definite advertising program with a fixed amount of money.

Maintain an accurate list of prospects and keep a card index for them.

With a metal filing case to keep the cards neat and instantly available.

Follow up every letter with a personal call, not forgetting to take an order blank along.

Continue to sell and advertise by calling on customer after tractor is purchased.

The alternating pictures show card records, a filing case, and mail being dropped into a letter-box.

This film is amplified by other films which demonstrate the company's ability as a manufacturer, with pictures of other products. We also have a film showing the construction of the 20-35 tractor and its method of operation in the field.

The nature of our business necessitates zoning of the dealers under jurisdiction of a supervisor. Just prior to the peak buying season, a special meeting of dealers was held at a centrally located place in each zone. The films were shown at these meetings and presented by the supervisor in connection with a prearranged program.

As a general rule our salesmen do not carry the projector into the dealer's store. We have been experimenting with a number of ways of handling this proposition and it seems that a prearranged meeting offers a greater number of advantages. Invitations are sent to dealers, prospects and bankers who work with our dealers to attend a meeting usually held at a hotel where proper facilities for projection, talks and the lack of disturbing elements are to be found.

One invitation to dealers read:

An extra chance for more sales and profits at a special Spring meeting for all Allis-Chalmers Tractor dealers in this territory.

You are urged to attend and get the full benefit of a program of subjects covering methods of securing more business, demonstrations, financing, advertising and many other worth-while things.

Meeting starts promptly at 1 p. m. and continues through the afternoon. Banquet in the evening at 6:30 p. m. Do not miss it—bring your salesmen.

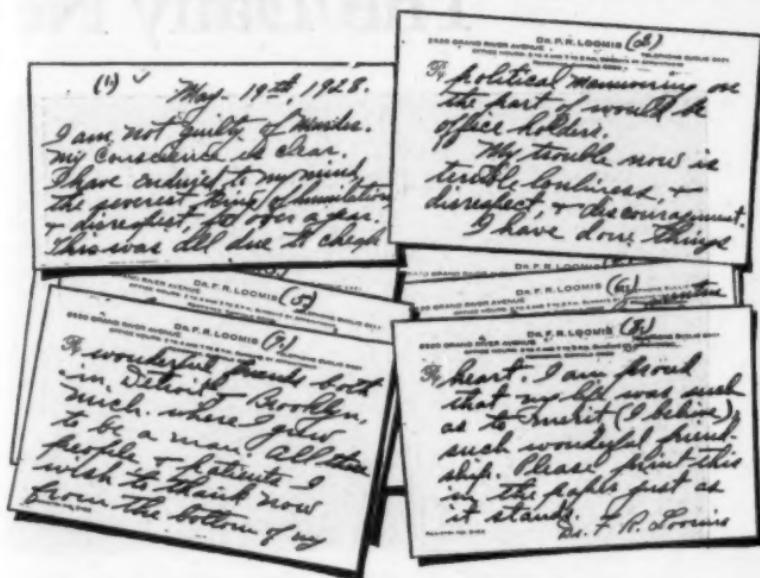
These invitations are mailed about five days prior to the meeting. A night letter is sent out in addition about two days before the meeting, assuring practically a perfect attendance.

Each district manager carries a projector and films as part of his selling equipment. He shows a film at these meetings in connection with a prepared talk which he gives before the showing of the film. After the presentation he conducts a question box.

The effect of this method of presentation is best shown by a summary of results measured in terms of advertising co-operation. Out of a group of 400 dealers more than 138,404 lines of local newspaper advertising have been used thus far, with electros and mats supplied by us. Every one of this group has at least two road signs and one metal "parts and service" sign prominently displayed. In all, 120,000 pieces of direct-mail matter were sent by these dealers to their prospects, with postage paid by dealers. A considerable number of the dealers maintain a prospect control system and are endeavoring to inject aggressive merchandising methods into their business.

This year has been our first experience with this method of presenting our proposition. A considerable number of meetings have been held during the last month and at each of them the attendance and the interest shown and the results obtained have more than justified the venture. As a result of this experience we are planning to equip our entire sales force with projectors and films so that they can use them in connection with individual calls.

4 Scoops in One Day for The Detroit News



Beats Police and Other Papers

IN June, 1927, Dr. F. R. Loomis was acquitted of the murder of his wife. To this day the crime is a mystery. On Friday, May 18, 1928, Dr. Loomis committed suicide, leaving a note that a letter explaining his act would shortly be published. For 48 hours Detroit was on edge awaiting the letter. On Monday morning The Detroit News published an extra containing the text of the letter. (*Scoop number one.*)

The same morning The Detroit News located the woman in the case, notified the police, and obtained an interview with her. (*Scoop number two.*)

Later in the afternoon The Detroit News published the facsimile of the letter. (*Scoop number three.*)

Just before closing The Detroit News published in another extra a second farewell letter written by Dr. Loomis to a friend. (*Scoop number four.*)

On Tuesday The Detroit News published the facsimile of the second letter. (*Scoop number five.*)

Altogether The Detroit News sold 510,000 copies of its paper on Monday—125,000 more copies than were sold by any other Detroit newspaper.

The Detroit News

The HOME newspaper

WHEN EVENING COMES

The Daily News



EVENING in Chicago. The tide of the city turns homeward. In hundreds of thousands of Chicago homes the many features and news departments of The Daily News, of which this list is representative, are being read and enjoyed. Their rich variety and every-member-of-the-family appeal is one of the factors which makes The Daily News distinctly Chicago's home newspaper. Your advertisement in their company is assured of a responsive audience.

THE CHICAGO DAILY NEWS

Chicago's Home News

ADVERTISING REPRESENTATIVES: J. B. Woodward
110 E. 42d St.

NEW YORK
J. B. Woodward
110 E. 42d St.

CHICAGO
Woodward & Kelly
360 N. Michigan Ave.

MEMBER OF THE 100,000

1
Woo
408 F

GROUP

COMES TO CHICAGO

NewsGoes Home

HUMOR—

Clare Briggs, Gluyas Williams, Bob Casey, Will Rogers, Bud Fisher, "Amos 'n' Andy," and the best of the nation's fun.

SPORTS—

Covered by experts of the staff in every line. And the "Blue Streak" edition with sports results, markets and the latest news at night.

WOMEN—

The Daily News publishes approximately a third more news and features appealing particularly to women than any other Chicago week-day newspaper.

RADIO—

A daily page (two pages or more on Saturdays) dealing with radio as a business, science and source of entertainment. Full time-table programs of Chicago and distant stations, the most comprehensive published in Chicago.

FOREIGN NEWS—

By The Daily News Foreign Service, the largest and best equipped foreign staff maintained by any individual newspaper in the world, with its own correspondents in twenty-seven foreign countries.

FINANCE—

The news of LaSalle Street, Wall Street and the world of business written and interpreted by authorities. The Final Markets edition on sale at about 2:45 P. M. (when the stock markets close at 2:00 P. M.) is the only afternoon newspaper carrying the complete New York stock, bond and curb tables with the volume of trading in each security.

CHILDREN—

News of the 310,000 children of The Daily News City of Youth, the largest newspaper-sponsored program for youth in the world.

COMMENT—

Glenn Frank, Thomas Arkle Clark, Dr. Herman N. Benseden, Bruce Barton, Edward Price Bell, Carl Sandburg and others on life and the ways of living.

THE ARTS AND—

Amy Leslie on the stage, Robert Ballou on books and music, movies and the arts in news and review by able critics.

With Many Other Absorbing Features and the Important and Interesting News of Chicago, State, Nation and the World.

DAILY NEWS

Newspaper

DETROIT
Woodward & Kelly
408 Fine Arts Bldg.

SAN FRANCISCO
C. Geo. Krogness
303 Croker 1st Nat'l Bank Bldg.



GROUP OF AMERICAN CITIES

And
now~
158,092



In April, 1928, the Oklahoman and Times average net-paid, week-day circulation climbed to 158,092, of which 128,292 is in the city and suburban territory — a trade area with a population of more than 728,000, and a copy of the Oklahoman or Times for 77% of its families.

The DAILY OKLAHOMAN OKLAHOMA CITY TIMES

Thoroughly and alone
cover the Oklahoma
City Market



E. KATZ SPECIAL
ADVERTISING AGENCY
New York - Chicago - Detroit
, Kansas City - Atlanta
, San Francisco

April Net Paid Average, 158,092 Daily—95,565 Sunday

**The OKLAHOMA
PUBLISHING CO.**

also publishers of

The OKLAHOMA FARMER-STOCKMAN

Lifting a Business Out of a Price Rut

Du Pont Sells Paint by Prescription

By G. W. Clark

Manager, Prescription Paint Service Division, E. I. du Pont de Nemours & Co.

ANY product that is sold on a price alone is in a bad way. Fortunately, the way out of that situation is open to anyone who has sufficient enterprise and sincere desire to study his customers' needs instead of his own. The method we have evolved and which has proved a successful solution of the problem of selling paint on the largest possible scale to industrial enterprises is based quite simply upon this principle.

The only real novelty, if any exists in what we call our "Prescription Paint Service," is in the name itself and the way we tell its story both in our advertising and in our salesmen's calls. But as a fresh demonstration of an old merchandising truth, the story may prove interesting, informative and even valuable.

Paint for industrial buildings, until about two years ago, was largely sold on price alone and purchased in the same way, or with the small added protection conveyed by a few simple specifications. Only the largest and most progressive concerns employed even a regular painting schedule for their buildings and large equipment; and such schedules were pretty much on a "rule-of-thumb" basis.

The leading individual paint manufacturers, and the association campaign with its famous slogan, "Save the Surface and You Save

All," have of course been battling persistently, and with considerable success, with this situation. But it seemed to us that we owed it to ourselves to do a little more to eliminate the price factor from first place in the purchaser's thoughts.

Naturally, we had been conducting research into industrial painting problems, and had accumulated a great deal of valuable information for the use of our sales force regarding the best applications of paint for any particular type of surface, lighting conditions and so on. But what we needed was an effective way to dramatize the idea that the painting part of industrial plant maintenance has a great deal more to it than a purchasing agent's job of buying on price and specification, and that the du Pont organization could

Let's admit right at the beginning that there are some businesses which are in a price rut—industries in which there is little to talk about but price. But let's not admit that merely because such a condition exists in any one field, everybody in that line must feel that there is no breaking away from the multitude.

Here, as in every other merchandising problem, a solution exists. Du Pont found it for its line of paint. How this company lifted itself out of the price rut should make helpful reading for every organization faced with similar difficulties.

supply that great deal more.

The idea we finally adopted and have been using successfully ever since, is simply to suggest that the right paint, the right quantity, and the right schedule of application for any given situation, is a matter of prescription as accurate as that of a physician for a patient. Then and there the "Prescription Paint Service" was born. It proved to be an even more radical idea than it seemed at first. It not only brought with it a wholly new scheme of advertising, but before

long a new theory of industrial selling that called for a radical change in our entire sales organization. It gave us a device which now appears in all our industrial advertising—the physician's prescription mark, with the cross-line over the tail of the "R" formed by a paint-brush.

We were not long in discovering that our new story and new approach to the paint user called for a new kind of man to take charge of the personal contact. The old-time paint salesman knew all about how to send his card in to the purchasing agent, quote him prices and argue with him about specifications, quantities and deliveries. But with rare exceptions he proved unable to adapt himself to the job of proposing a detailed survey of the customer's entire plant as a preliminary to a set of complete and exact recommendations for both the purchase and use of paint for years to come.

A great deal of fun has been poked at the tendency of all manner of folk to apply to themselves the title of "engineer." But there are legitimate as well as unjustified extensions of the title. What we have had to do, since adopting the "prescription" plan for selling paint to industrial concerns, has been to make over our selling organization into an engineering organization.

Paint in industry has three major functions. They are:

1. *Protection*—in other words, preservation. This is, of course, the most important function.

2. *Lighting*. The part that proper lighting plays in productive efficiency is only beginning to win adequate recognition from the production executives of industry. Where to use paint that absorbs light, and where to use the kind that reflects and diffuses it, is an engineering problem in itself.

3. *Appearance*. It is not only in the external appearance of plant buildings and grounds, but in the interiors, that neat appearance counts. More work and better work comes out of the plant that is trim and attractive within and without, and paint counts for far more than it costs, in this also.

To work out the best possible paint application for these three functions, in any given situation, taking into careful account light-

ing conditions, type of surface, temperature range, and special conditions such as excessive moisture, fumes and so on, requires a genuine engineering job. So it has come about that our sales force has had to transform itself into a staff of "paint engineers," able to pick up and carry on the story that is started in our advertising in the industrial publications.

There are immense advantages in this kind of organization, once you have it built and functioning. Of course, we had to put our men through a special training course of our own devising. The general engineering background that the best technical schools provide was an excellent foundation; but no school, so far as we know, offers the precise kind of course that the "paint engineer" needs.

Research and experimental work have, from the beginning, gone hand in hand with the field work of our new kind of sales organization, but our new type of men are much better and more satisfying co-operators with the research men than the old school salesmen knew how to be. Consequently, we have better teamwork all through the company resulting from our new idea.

When it comes to contact with the customer, there is simply no comparison between the new method and the old. We now have listed some 125 standard prescriptions, all determined by careful study and experiment as best for a given, more or less standard, plant condition. But the application of each prescription is carefully individualized to that particular customer's needs.

When our men call, nowadays, it is not to quote prices. That job has been thrust far down in the list of things to be done. The first thing, in case a customer has not been approached before, is to show him the painting job, not as so many cans of paint to be purchased, but in terms of the result which it should and will accomplish.

The next step is to secure permission to put one or more men who know how to make a real

survey into and through the plant, to compile exact and detailed notes as to the dimensions, the arrangement, the lighting, the type, location and floor plan of the machinery, the type of work carried on in each room or bay, and every other significant detail of value in determining the right kind of paint for that particular room or spot.

Such a survey scarcely ever requires less than a full week's work, and in the case of a large plant can easily consume three weeks, with another entire week to be devoted to collating the data, preparing the recommendations and writing the full report—the prescription.

The entire plan has been a complete success by any standard of measurement. It not only has enabled us to sell a great deal more paint, and to open up for us areas of distribution that we formerly were not able to touch, but it has reduced the actual sales cost per gallon of paint in the industrial field, and in the nature of things is practically certain to decrease it further, the farther it goes.

Of the surveys we have made almost 75 per cent have already resulted in business, mostly in 100 per cent adoption of our recommendations. Of the other 25 per cent, we have already had evidence that there is no reason to feel discouraged about them. It often happens that for one reason or another the plant executive is unable, or at least feels unable, to go ahead immediately with a proper painting schedule. Sometimes he is merely following the philosophy of the Georgia cracker whose roof leaked. You remember—when it rained he couldn't mend it, and when it didn't, he didn't need to.

In the same way, habit often asserts itself on painting. When the plant is running full time and there is plenty of money to spend on paint, the boss doesn't want to submit to the interruptions and slowing down inseparable from having the painters in; in slack times he begrudges the money for paint. That situation, naturally, calls for good, straight, aggressive and intelligent salesmanship; but it

will yield to just that treatment, in time.

But there are also occasionally good and valid reasons, as distinguished from excuses, for not going ahead with a painting recommendation immediately after it is made. Just here comes in the next great advantage of the prescription plan.

One of our reports is not a thing that any intelligent man would either throw away, or drop in a drawer and forget about, merely because he knows or even thinks he cannot take any immediate action on it. On the contrary, it is a safe bet that he is going to read it, and read it with great interest, from cover to cover, as soon as he gets it. Once the doors have been opened, and our men start to go through the plant and spend much time there, general interest and curiosity in what they are doing, and what they are going to recommend, steadily grows in the entire plant organization, and is bound to be felt by the man at the top more keenly than by anyone else.

That report, to a real industrial executive, is going to be more interesting than any novel. A new story about his own plant, as seen from a new angle, is something to take home with him and sit up with and to be remembered afterward. When the time does come that he sees his way to do some needed painting, he is going to refer to it for guidance, and even if he doesn't follow its recommendations throughout, at least it has established du Pont paints in his thoughts.

Now we come to what may well prove the greatest service of the prescription idea in reducing selling costs for everybody's benefit. It doesn't just sell an order of paint, even a big order; it has already proved, in a little over two years, that it goes right on selling of itself, and paying dividends in orders without the need of any salesman's call, for an indefinite time.

The detailed prescription, you see, doesn't merely tell what kind of paint, and how much, is needed

to apply to each wall and ceiling and pillar and machine. It tells about how long it will be, under normal conditions, before that particular spot is going to need repainting, and how to do that repainting. It provides the manufacturer with a continuous guide for proper paint maintenance, for the next twenty years or fifty, or as long as a building is in use.

No, this doesn't mean that we will be able safely to leave contact with any customer to the paint prescription reposing in his files. But it does mean that it will be much less costly in time and effort to keep him a customer, and a well-satisfied one, than it would be to sell him all over again, year after year. It does mean, perhaps, that ultimately this prescription plan, and the definite painting schedules it includes, will be found to have a perceptible and valuable stabilizing effect upon our industrial business.

You will also notice, as a concluding point, that this plan does not require commitment to any one scheme of distribution. Its application is not even limited to the purely industrial field. Its central principle, in my opinion, will prove equally sound for almost any product, industrial or general.

We distribute the actual paint, orders for which result from an accepted prescription, according to circumstances. If we have a distributor who is in touch with the customer, we ship through him, if not, we ship direct. All that is necessary is to be fair to everybody—and keep on selling the *result*, not merely the *commodity*.

"Farm Life" Appoints Eastern Manager

James F. Fay, who recently joined *Farm Life*, has been appointed Eastern advertising manager, with headquarters at New York. An office will continue to be maintained at Boston.

Leslie Chamberlin Joins Fawcett Publications

Leslie Chamberlin, formerly with the *New York American*, has joined the advertising staff of the Fawcett Publications, Inc., New York.

Changes in Los Angeles Staff of Lord & Thomas and Logan

Gwynn Fielding has been made space buyer of the Los Angeles office of Lord & Thomas and Logan, advertising agency, succeeding J. W. Runyon, who has been made an account executive.

William J. Pringle, Jr., formerly with the editorial staff of the *Los Angeles Times*, has joined the Los Angeles office of Lord & Thomas and Logan.

Scripps-Howard Newspapers Open Philadelphia Office

The national advertising department of the Scripps-Howard Newspapers has opened an office at Philadelphia which will cover Pennsylvania, Maryland, Virginia and North Carolina. George H. Reichard, who has represented Scripps-Howard Newspapers for twenty-five years, will be in charge of the new office.

Refrigerating Machine Account to Gale & Pietsch

The Excelsior Motor Mfg. & Supply Company, Chicago, manufacturer of Excelsior refrigerating machines, has appointed Gale & Pietsch, Inc., Chicago advertising agency, to direct its advertising account. Business papers will be used.

J. F. Mayer, Space Buyer, Street & Finney

John F. Mayer, formerly space buyer of the Morse International Agency, New York, has become space buyer of Street & Finney, Inc., advertising agency of that city. He was, at one time, with the Redfield Advertising Agency, also of New York.

United States Rubber Appoints Blackman

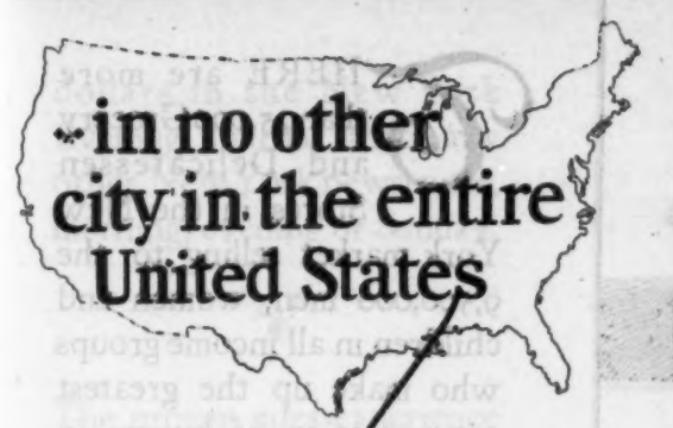
The United States Rubber Company, New York, has placed the advertising of its footwear, wet-weather clothing, Naugahyde luggage and jar rubbers with The Blackman Company, New York.

Marie Earle Appoints Cecil, Warwick & Cecil

Marie Earle, Inc., New York, toilet preparations, has placed its advertising account with Cecil, Warwick & Cecil, Inc., advertising agency.

"Cement, Mill & Quarry" Changes to Monthly

Cement, Mill & Quarry, New York, has changed from a semi-monthly to a monthly. It has also changed its page size to 9 by 12 inches.



.... is there a standard size morning newspaper with a circulation as large as The Chicago Herald and Examiner.

*Daily
Circulation*

411,515

*Sunday
Circulation*

1,151,907

Its 411,515 reader buyers represent a group of families greater than the number of families in Detroit, in Cleveland, in St. Louis or Los Angeles.

THE CHICAGO HERALD *and* EXAMINER

National Advertising Manager—J. T. McGIVERN

EUCLID M. COVINGTON
285 Madison Ave., New York

T. C. HOFFMEYER
625-6 Hearst Bldg., San Francisco

HERE are more than 25,000 Grocery and Delicatessen Stores in the New York market selling to the 9,500,000 men, women and children in all income groups who make up the greatest concentration of buyers in the world.



The bulk of trade-marked goods sold by these stores is advertised in newspapers and magazines in the New York market.

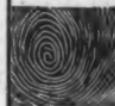


These stores are more up-to-date, more completely representative of the best merchandising practices than anywhere in America.



Local grocery chain-stores invest more advertising

dollars in the New York Evening Journal than any other New York newspaper, morning, evening or Sunday.



The proven sales experience of grocery chain stores, over a period of years, is that the Evening Journal is the greatest sales producing medium in the New York market.



CIRCULATION FOR SIX MONTHS ENDING
MARCH, 31, 680,115 DAILY NET PAID

NEW YORK EVENING JOURNAL

*Greatest circulation of any evening newspaper
in America and a QUALITY circulation at
THREE CENTS a copy daily and FIVE
CENTS a copy Saturday*

Hearst Building
Chicago, Ill.

2 COLUMBUS CIRCLE
New York City

Book Tower Building
Detroit, Mich.

Postal Bill Is Approved by Congress

The Bill Provides for a Reduction of Rates Estimated to Total \$16,000,000 Annually

BOTH branches of Congress agreed on May 26 to accept the conference report on the postal rate bill (H. R. 12030). The bill provides for a rate reduction which, it is estimated, will amount to over \$16,000,000 annually.

In its present form, the bill restores the 1920 rates on second-class matter in the first four zones, but in the last four zones establishes new rates which are a compromise between the 1920 and 1921 rates. The so-called "Phipps amendment" was also adopted. This fixes a minimum charge for publications entered as second-class matter when shipped in bulk.

The bill also contains the following provisions: It restores the 1-cent post-card, provides for acceptance of business reply cards and letters in business reply envelopes without prepayment of postage, and also provides for the collection of 1 cent additional per ounce on first-class matter when mailed with deficient postage. The postage on magazines and newspapers, when sent by other than the publisher or news agent, is reduced.

Further provisions provide for a reduction in the rates on fourth-class matter and bulk pound rates on third-class matter. A special rate on library books is established.

A recapitulation of net increase or decrease in revenue from the various sources, as submitted by the conference report, follows:

Sec. 1. Post cards, reduction in rate from 2 cents to 1 cent each, \$1,200,000 decrease.

Sec. 2. Business reply cards and envelopes, collect on delivery, \$4,000,000 increase.

Sec. 3. Deficient postage, penalty for, \$75,000 increase.

Sec. 4. Second class matter, between 1920 and 1921 rates, \$6,600,000 decrease.

Sec. 4. Minimum charge per piece on second class.

Sec. 5. Second class matter, transient rates reduced, \$100,000 decrease.

Sec. 6. Third class matter, bulk pound rates, \$10,500,000 decrease.

Sec. 7. Fourth class matter, reduction in rates to distant zones, \$2,200,000 decrease.

Sec. 8. Special delivery combined with special handling, \$800,000 increase.

Special handling exclusively, \$600,000 decrease.

Total net increases, \$4,875,000; total net decreases, \$21,200,000.

The second-class zone rates, as provided for in the bill, follow:

For the first and second zones, 1½ cents.

For the third zone, 2 cents.

For the fourth zone, 3 cents.

For the fifth zone, 4 cents.

For the sixth zone, 5 cents.

For the seventh zone, 6 cents.

For the eighth zone and between the Philippine Islands and any portion of the United States, including the District of Columbia and the several Territories and Possessions, 7 cents.

The Phipps amendment provides a graduated scale based on the number of separately addressed copies in each pound for second-class mail. The rate doubles at thirty-two for each pound, trebles at forty-eight and is increased in the same ratio for each sixteen above sixty-four.

There is still another provision which authorizes the Postmaster-General to appoint a director of parcel post.

Senator McKellar told the Senate that he would introduce a bill at the next session which would establish a 1-cent rate on third-class matter.

J. E. Morton with P. H. Whiting & Company

J. E. Morton, for the last three years with Henry L. Doherty & Company, New York, has joined the advertising staff of P. H. Whiting & Company, investment bankers, of that city.

Appoints Cecil, Warwick & Cecil

The American Lithographic Company, New York, has placed its advertising account with Cecil, Warwick & Cecil, advertising agency.

Some Startling Discoveries in Distribution

What a Study of Distributive Conditions in Eleven Cities Has Shown

By John Matter

Chief of Retail Bureau, Chamber of Commerce of the United States

LAST year, the United States Bureau of the Census conducted an experimental census of distribution in eleven American cities, ranging in population from 25,000 (Fargo, N. Dak.) to 3,000,000 (Chicago, Ill.).

Total retail sales amounted to more than four billion dollars. On the basis of current estimates of the retail trade of the United States, this census embraced one-tenth of the country's total trade. It may thus be considered a fair cross-section of the retail business of urban America.

A complete analysis of the entire census has just been issued by the Committee on Collection of Business Figures of the Chamber of Commerce of the United States. From a mass of comprehensive figures on many phases of retail business operations—number of establishments, employees, stocks, inventories, and sales—we may notice certain outstanding facts.

For example, a large number of small retail stores have annual sales so small that profitable operation seems almost impossible. Out of 80,000 independently owned stores, more than 22,000 have average sales of less than \$8 daily.

If these stores are making a profit, it would be no more than a few cents a day. Undoubtedly, many of them are operating at a loss and will continue to exist only so long as they are "carried" by manufacturers and wholesalers.

These 22,000 stores comprise 28 per cent of the number of independent stores, yet they do only 1½ per cent of the total business. Another 18½ per cent of the stores do only 3½ per cent of the total. Here, then, we have 46 per cent of the independent stores in the eleven cities doing only about 5 per cent of the total retail business.

In the upper volume groups, on

the other hand, there is a great concentration of sales. The census discloses the somewhat surprising fact that one-third of 1 per cent of the number of establishments make about 30 per cent of all retail sales. Nearly a half billion dollars in sales annually go to 253 stores.

All this is for independent stores alone, without reference to chain-store figures which the census also supplies. Total retail sales are divided: chain stores, 24 per cent; department stores, 15 per cent; independent stores, 61 per cent. Average sales per chain store are much greater than for independent stores in nearly every classification of business.

SHOE STORES

Of 2,030 shoe stores, 551 are chain units—27 per cent of the total. These stores, however, do 52 per cent of the total business. Thus, average sales per independent shoe store are \$29,000, while average sales of chain stores amount to \$85,000. In several kinds of businesses a similar situation exists—that is, the percentage of business done by chain stores amounts to about twice the percentage in number of store units—or even more than twice.

Eleven per cent of the cigar stores are chain stores and do 35 per cent of the business; 11 per cent of the dairy and poultry product stores are chain owned and they do 44 per cent of the business; 12 per cent of the drug stores, belonging to chain systems, do 30 per cent of the business.

Even more striking are the figures for confectionery and ice cream stores where the chains, having only 6 per cent of the units, make 28 per cent of the total sales. Or in electrical appliance and supply stores, where 9½ per cent of

the stores have sales amounting to 29 per cent of the total. Five per cent of the paint, varnish and glass stores do 15 per cent of the business.

Because of the necessity of consolidating figures which would disclose or tend to disclose individual operations, the Bureau of the Census was unable to classify chains by volume groups. But, of course, it is known that a great majority of chain-store organizations report profits each year. Against these chains, then, are balanced, in each kind of business, a considerable number of independent stores which are operating at a certain loss—a loss which may be and usually is reflected in the distribution costs and in the profits of those who sell to these stores. The costliness of many independent outlets (the extent of which is reflected in this census report) cannot but contribute to the success of chain-store operation as a whole.

The facts on sales by independent stores in the lower volume groups must indicate to almost any observer two things: (1) the certain unprofitableness of many retail stores to their owners, and (2) unprofitableness to wholesalers and manufacturers who are covering these outlets.

There are 4,524 grocery stores out of 16,500 which have sales of less than \$5,000 annually. How many of these stores show a profit for their proprietors, for the wholesaler or the manufacturer?

The clear implication of this census is that thousands of retailers are unprofitable and costly outlets for any distributor who attempts to sell through them. A direct means for distinguishing between profitable and unprofitable outlets will not be found in these figures. But if their plain and uncompromising significance leads to a close analysis of sales (many of which must be unprofitable and a tax on all other sales) there is no reason why the distribution of merchandise should not be made more efficient and economical.

The eleven cities included in the first census of retail and wholesale

trade are: Chicago, San Francisco, Baltimore, Providence, Seattle, Fargo, N. Dak., Springfield, Ill., Syracuse, Denver, Kansas City, Mo., and Atlanta. Total retail sales (actually enumerated) amounted to more than \$4,200,000,000. Wholesale trade reached a volume of nearly ten billion dollars.

The two-hundred page report issued by the National Chamber's Committee on Collection of Business Figures gives complete figures on forty-five kinds of business and eighty classes of commodities. Number of establishments, employees, salaries and wages, inventories, number of inhabitants per store, relation of salaries and wages to sales are covered all for both retail and wholesale.

Wide contrast in retail methods and conditions are disclosed. For example, average sales of hardware stores range from \$16,000 in Seattle to \$96,000 in Atlanta. Shoe stores have average sales of \$28,000 in Baltimore and \$70,000 in Kansas City.

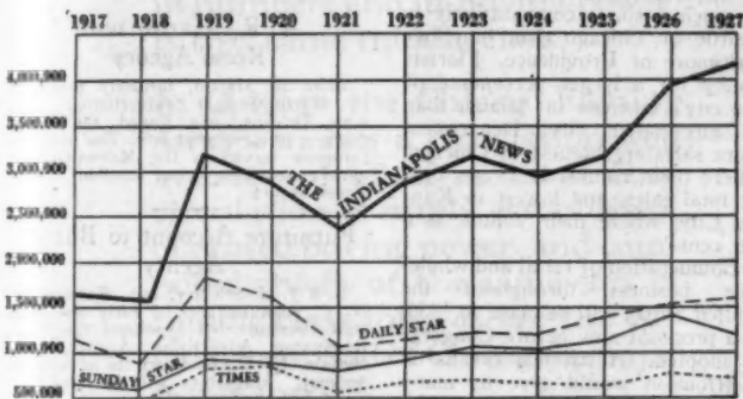
Numerous "aberrations" in the distribution of merchandise are shown by the report. Sixty-one bakeries reported sales of tobacco, seventy-nine grocery stores reported sales of women's hosiery and twenty-eight shoe stores reported sales of hats and caps. More than 221,000 retail merchandise outlets were enumerated—covering the eighty classes of commodities sold in forty-six kinds of stores.

Four large commodity groups—food, clothing, automotive and house-furnishings—take three-fourths of total retail sales in the entire census. Food accounts for 28 cents of the retail dollar, clothing 24 cents, automobiles and gasoline 12 cents, and furniture and house-furnishings 10 cents.

The report says: "This division of total sales for the entire census furnishes a new picture of the buying habits of urban America. The population of the enumerated areas is 6,700,000—a significant proportion of the total population of the United States. Never be-

May
a
Im
4,000,
3,500,
3,000,
2,500,
2,000,
1,500,
1,000,
500,
NEWS

See how national advertisers choose Indianapolis newspapers



NATIONAL ADVERTISING LINAGE, 1917-1927

Proved ability to produce greatest results—that's the reason why The INDIANAPOLIS NEWS holds such outstanding leadership in national advertising linage, steadily—year after year!

In national advertising, just as in local display and classified advertising, The NEWS towers above the field because advertisers expect the most from space in this dominant advertising medium—and GET IT!



The INDIANAPOLIS NEWS *sells The Indianapolis Radius*

DON BRIDGE, Advertising Manager

New York: DAN A. CARROLL
110 East 42nd St.

Chicago: J. E. LUTZ
The Tower Bldg.

NEWS 1928 NET PAID CIRCULATION, 1st 3 MONTHS AVERAGE: 137,287

fore have American business men had at their disposal so great a mass of authentic information concerning the distribution conditions in such large and diverse sections of the country.

"Total retail sales by all kinds of business are presented in this census report. The percentage of total sales made in each city by the various kinds of business is shown also, allowing many interesting comparisons.

"Restaurants do more than twice as much business comparatively in Seattle or Chicago than in either Baltimore or Providence. Florists do by far a larger percentage of the city's business in Atlanta than in any other city. Department store sales are highest in Chicago, where their volume is 18 per cent of total sales, and lowest in Kansas City, where their volume is 6 per cent."

Enumeration of retail and wholesale business throughout the United States will be made in 1930, if a proposal now before Congress is adopted. A national census of distribution would give us many facts of great importance to the national distributor. For example, buying ability in various territories as reflected in actual purchases—number and sales of chain stores in all lines of business—total sales of automobiles, furniture, millinery, etc., in the United States.

The experimental, eleven-city census conducted last year was planned by the Committee on Collection of Business Figures of the Chamber of Commerce of the United States. The Bureau of the Census, which made the enumeration, operated on special funds allocated by Secretary Hoover. It had the assistance, in evolving schedules and conducting the work in the various cities, of the Committee and of the National Chamber and affiliated bodies.

Results of the census are presented in the report just published by the Committee on Collection of Business Figures. It is being supplied at cost—\$1.50 per copy—by the Domestic Distribution Department of the United States Chamber of Commerce, Washington, D. C.

Herbert Lloyd Heads Electric Storage Battery Board

At a meeting of the directors of the Electric Storage Battery Company, Philadelphia, Herbert Lloyd was elected chairman of the board, a newly-created office. John R. Williams, first vice-president, was elected president of the company, succeeding Mr. Lloyd.

The other three vice-presidents were moved up, Kenneth B. Schley becoming first, Bruce Ford second, and H. B. Day third vice-president. Walter C. Henderson was re-elected secretary and treasurer and J. P. Fitzgerald, assistant secretary and treasurer.

A. R. Martin with Reese Agency

Allan R. Martin, formerly president of Martin Gessner Advertising, Inc., New Orleans, has joined the Reese Agency, Inc., of that city. The accounts formerly served by the Martin-Gessner agency are now being handled by the Reese agency.

Furniture Account to Buffalo Agency

L. & J. G. Stickley, Inc., Fayetteville, N. Y., manufacturer of early American style furniture has appointed the E. P. Remington Advertising Agency, Inc., Buffalo, N. Y., to direct its advertising account. Magazines will be used.

Campaign Planned for Accident Kits

The Safety Equipment Service Company, Cleveland, has appointed the Lee Donnelley Company, Cleveland advertising agency, to direct an advertising campaign on accident and emergency kits. Periodicals will be used.

Joins Houston Advertising Service Company

W. O. Cooper has joined the Houston Advertising Service Company, Los Angeles, as an account executive. He formerly was engaged in advertising agency work at Chicago.

Shuman-Haws to Direct Munising Paper Account

The Munising Paper Company, Munising, Mich., has appointed the Shuman-Haws Advertising Company, Chicago, to direct its advertising account. Direct mail and trade papers will be used.

Columbia Broadcasting Appoints T. A. Gannon

T. A. Gannon has been appointed to represent and direct the sales of the Columbia Broadcasting System in Chicago and the Central States.

INDISPUTABLY the bulk of a great city's population falls in what is perhaps too narrowly termed the "middle class." And it is equally indisputable that the chief factor in huge newspaper's circulation in such a city, in numbers and in buying power, is this same middle class.

In Chicago the Chicago Evening American has a circulation well in excess of a half-million. That circulation is firmly established, of proved buying power, and composed chiefly of the same sort of middle class folks as are the circulations of all of Chicago's major newspapers.

Embraced in this tremendous circulation is a veritable army of readers which is not effectively reached nor definitely influenced by any other Chicago newspaper. We are prepared to convince any advertiser that a program of advertising in Chicago which does not include the Chicago Evening American can not be expected to adequately cover, by a great deal, the available market.

CHICAGO AMERICAN

A good newspaper

rising advertising tide flows



JELL-O

This ad is from the current issue of *True Story*. Other advertisers include:

*Carnation Milk
Borden's Eagle Brand
Fleischmann's Yeast
Masola*

*Post's Bran Flakes
Lax Soup and Flakes
Linit*

*Florida Citrus Exchange
California Fruit Growers' Exchange*

*American Soap and Glycerine
Products' Assn.*

Northam Warren

Daggett & Ramsdell

Andrew Jergens Co.

Pond's Extract Co.

Squibb's Dental Cream

Dr. Lyons Tooth Powder

Forhan Company

Pepoedent

Wildroot

Mennen Co.

Djar Kiss

Vaseline

Eveready Flashlights & Batteries

Wm. Rogers & Son Silverplate

Frigidaire

Fifth Avenue Corset Co.

JEL talks to earn

WHAT "Colonel's Lady" throughout the land has not beamed on Jell-O's beautiful color pages!

Now Jell-O is meeting "Judy O'Grady", too!

Wage-Earners Offer A New Market

Never before have the Wage-Earner families been considered seriously by national merchandisers.

Today, union wages are up 259.6%. The Wage-Earners constitute a vast new market for motor cars, house-furnishings and Jell-O.

Reached By One Magazine

Just as advertisers once placed too little emphasis

True

"THE ONLY MAGA

into the new wage earner market

L-O wage- ers...

on the Wage-Earner, so did magazines. Most national magazines still do. Only True Story is *edited specifically for the Wage-Earner*. Only True Story, for the most part, goes into his home regularly. Only True Story can carry the advertiser's message to his family.

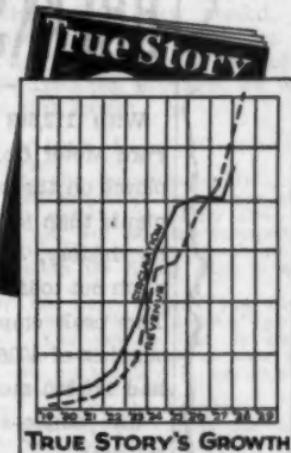
Read the list at the left. Note the hoary adver-

ters who are talking, many of them for the first time, to these 2,-000,000 new True Story reader prospects.



Story

ZINE THEY READ"



WRITE FOR NEW MARKET NEWS

More than two thousand executives read this economic report service each month. It summarizes current data on the economic status of the Wage-Earner.

Authoritative figures on employment; detailed reports of wage adjustments; new facts on living and buying habits; complete information is presented in readable summaries illustrated by charts and tables; file size and worth filing.

Because the new Wage-Earner market is 65% of the national urban market, *New Market News*, the only special market report service covering this field, deserves the attention of every national merchandiser.

The current issue will be mailed to you upon request to True Story, 1924 Broadway, New York City.

FORD PAYROLL BREAKS RECORD

With 112,683 men at work, the Ford Motor Co. now has more employees on the payrolls of its Detroit plants than at any previous time in its history, according to figures given out today by company officials. The peak employment was in the summer of 1926, when the company had 110,000 men working.

The employees are distributed as follows:

Fordson plant, 75,856.

Highland Park, 32,111.

Lincoln, 4,714.

—and the Detroit Times
is breaking all
advertising records

—being the only
Detroit newspaper
to show gains this year
indicates that

"The Trend is to THE TIMES"

De Long Rarely Takes a Loss on Returned Goods

This Company Charges Dealers Transportation Costs, Repacking Costs and Cost of Putting the Merchandise in Salable Condition

By Charles A. Emley

Sales Promotion Manager, De Long Hook & Eye Company

DE LONG'S method of handling the returned goods problem is similar to that used by Henry Disston & Sons, Inc.,* except that De Long rarely permits a customer to send back goods without first examining samples of what he wishes to return. If, for example, a customer desires to return some safety pins which, the sales records show, he bought a long time ago, a letter like this is written to him:

This morning's mail brought us your letter of.....in which you tell us that you would like to return some.....

If you will please send us a few representative samples of what you wish to return we will let you know promptly whether or not we can relieve you of the.....and if so, what we will be privileged to allow you for them.

Sincerely,

The samples are carefully examined and an estimate is made as to what it will cost to put the goods in salable condition. Then a letter is written to the customer telling him that if he will bear the cost of repacking, etc., pay the transportation charges and send an order for other products equal to the value of what he returns, he may send back the goods.

De Long never sends a check for returned goods unless a customer inadvertently orders too much or unless somebody in the De Long order department writes the wrong quantity on the shipping order. It is almost always possible to effect an exchange; and it is often possible to persuade customers to order one or more "new" items in exchange for what they return.

Recently, for instance, a wholesaler in Tennessee wrote us that

^{*}"How Disston Handles the Returned Goods Problem," April 26, 1928, page 10.

in his absence his stock clerk had ordered much more of a certain product than was needed. He wanted to return the surplus. As he was handling only two of the eight De Long products, we wrote him this letter:

Your letter of.....arrived this morning.

Under the circumstances, Mr., we shall be glad to relieve you of the surplus quantity of Safety Pins, provided you will pay the transportation charges. If this offer appeals to you, just return the Safety Pins to us by freight.

By the way, wouldn't you like to make this an "even Stephen" proposition? You can do that by sending along an order for one or more items you are not handling in exchange for what you are returning.

Just look over the accompanying catalog, observing particularly the liberal profit you make on each item.

Take.....and....., for example, two of the best selling items we ever put out. They are just the items for your trade. (The name of a nearby wholesale firm) are doing well with both products. They send us reorders often. Surely you can do as well as they with these two good sellers.

These items sell well because, like the products you now handle, they are right as to quality, attractively put up, well known, reasonable in price.

(Then the letter mentions specifically certain outstanding quality features of each item, the attractive put up, the profit, etc.)

Send along an order for at least enough of these two items to offset the value of what you are returning, Mr. Let us furnish your salesmen with samples, pages for their catalogs, write them letters and help you in other ways to get away to a good start.

You'll be pleased with the result.

Sincerely,

A few days later we received an order from him for enough of two "new" items to more than offset the value of what he had returned.

The De Long salesmen have no authority to permit customers to return goods. The salesman reports all of the facts with regard

to what a customer wishes to return and sends us his own recommendations. Moreover, to avoid subsequent misunderstanding, he makes it plain to the customer that if permission is given to return the goods he will be asked to bear all refinishing and repacking costs and, if the goods have been in stock for a long time, to order enough other items to equal their value. The salesman's recommendations are taken into consideration by the executives with whom the final decision rests.

The following incident aptly illustrates the soundness of the De Long policy. The assistant buyer of a department store in Ohio wrote us for permission to return some rusty hair pins. We sent him the usual letter asking him to send us samples of the pins. Evidently the hair pins had come in contact with moisture for the wrappers were damp and discolored. This fact was mentioned to the assistant buyer in a courteous letter. A few days later we received an apologetic letter from the buyer who apparently had known nothing about his assistant's letter to us.

He said that inasmuch as the hair pins had been drenched with water from a sprinkling system during a fire in the stockroom of the store, under no circumstances would he expect us to relieve him of them. As the cost of refinishing and repacking the hair pins would have been out of all proportion to their original value, we would have suffered a loss had we given the assistant buyer permission to return them "sight unseen."

Occasionally a customer will return goods without asking our permission. In such a case, we write the customer that if he will bear the cost of putting the goods in salable condition, mentioning the cost, and send us an order for other items to equal their value we will take back the goods provided he will pay all transportation charges. If he rejects the offer, we return the goods to him. It is only once in a blue moon, however, that a customer returns goods without first receiving our permission.

I. K. Fearn, Sales Manager, Ken-Rad Corporation

Irving K. Fearn, formerly manager of the clothing division of the J. C. Haartz Company, New Haven, Conn., has been appointed sales manager of the Ken-Rad Corporation, Owensboro, Ky., maker of radio tubes. A. D. Strathy has been advanced to the position of assistant sales manager of that company.

Wales Agency Adds to Staff

M. O. Bogart, recently with the New York office of George Batten Company, Inc., has joined the copy staff of the Wales Advertising Company, Inc., New York.

D. J. Gillies, who has been engaged in free lance writing, has also joined the Wales agency to work on travel accounts.

Albert R. Johnson with Porter-Eastman-Byrne

Albert R. Johnson, at one time with Erwin, Wasey & Company, Chicago, and, later, in charge of the Chicago branch of Grant & Wadsworth, Inc., of New York, has joined the copy staff of the Porter-Eastman-Byrne Company, Chicago advertising agency.

Death of W. W. Windsor

William M. Windsor, business manager of the Wheeling, W. Va., *Register*, died recently. He had been with the *Register* for many years and had held the position of business manager since 1924. At the time of his death, Mr. Windsor was fifty-eight years old.

Central Advertising Service Appoints J. J. Isaacson

J. J. Isaacson has been appointed vice-president in charge of the theatrical division of the Central Advertising Service, Inc., New York. He formerly was with the Capehart-Carey Corporation, New York.

New Account for Los Angeles Agency

The American Steel Pipe & Tank Company, Los Angeles, is conducting an advertising campaign in technical and agricultural publications. The Houston Advertising Service Company, of that city, is handling this campaign.

J. C. Regan, Sales Manager, Jewel Tea Company

John C. Regan, vice-president in charge of the administrative department of the Jewel Tea Company, Chicago, has been made general sales manager. He succeeds O. B. Westphal, who recently resigned because of ill health.



From the very beginning, *Vogue* has always been the advocate of Style in its broadest, as well as in its finest, aspect. Those same contacts and resources which have made *Vogue* the authority on women's fashions in both hemispheres, have also qualified it to speak with equal authority on all of the other Arts of Gracious Living. Its articles on Decoration, Entertaining, Contemporary Art, Beauty, Travel and Society constitute, in effect, a Tapestry of Good Taste . . . a background against which an increasing number of quality products, in addition to apparel, are being presented profitably to *Vogue*'s market of 140,000 well-to-do, influential women.

Business- Paper Publishers Meet

AT the fourth annual executive conference of the Associated Business Papers, Inc., which was held at Shawnee-on-the-Delaware,



C. J. STARK

C. A. Musselman, president of the Chilton Class Journal Company, Philadelphia, was elected vice-president. E. H. Ahrens, of the Ahrens Publishing Company, New York, was elected treasurer. F. M. Feiker continues as managing director and secretary.

Members of the executive committee are: E. E. Haight, Concrete Publishing Company; Horace T. Hunter MacLean Publishing Company; James H. McGraw, Jr., McGraw-Hill Publishing Company; Paul I. Aldrich, *National Provisioner*; L. B. Sherman, of the Chicago office of the Simmons-Boardman Publishing Company; Mr. Stark, Mr. Bragdon, Mr. Musselman and Mr. Ahrens.

As of March 31 the association reports a membership of 128 publications. During the year ten new members were admitted, there were three resignations and a loss of two members through mergers, making a net gain for the year of five members.

This meeting, like all of the association's spring conferences, was a closed meeting at which members discussed the problems of the business press. Among the subjects brought forward for inti-

mate discussion in their relation to the work of individual publications were: "The Relation Between the Business Press and Trade Associations," and "The Editorial Relation of Member Publications to Common Industrial Problems and Programs." Dr. Hollis Godfrey, chairman of the board and president of Engineering - Economics Foundation, told of the important part which the editorial columns of the business press play in relation to the growth of national wealth.

A golf tournament was one of the features of the conference. Howard Ehrlich was low gross winner with an 87; L. F. Gordon won second low gross with 91. First low net went to W. J. Osborne, 76; George Slate, second low net, 78. Marshall Heywood and Karl M. Mann tied for third low net with 80.

Union Oil Starting Pacific Coast Newspaper Campaigns

The Union Oil Company of California, Los Angeles, is starting two new advertising campaigns in which 223 Pacific Coast newspapers will be used. One campaign features Ethyl gasoline and the other, Union Non-Detonating gasoline. This advertising is being directed by the Los Angeles office of Lord & Thomas and Logan, advertising agency.

This office has been appointed to direct the advertising account of the Los Angeles Brick Exchange, a co-operative association of brick manufacturers.

Appoints Klau-Van Pietersom-Dunlap-Younggreen

The Badger Raincoat Company, Port Washington, Wis., maker of raincoats, sports wear and variety of coats for men, women and children, has appointed Klau-Van Pietersom-Dunlap-Younggreen, Milwaukee advertising agency, to direct its advertising account. Magazines, business paper and newspaper rotogravure advertising will be used.

D. J. McLean, President, Brooklyn "Citizen"

David J. McLean has been elected president of the Brooklyn, N. Y., *Citizen*. Edward F. Seixas, business manager for many years, has been elected treasurer. In addition to Mr. McLean and Mr. Seixas, the executive personnel of the *Citizen* now includes: William C. Courtney, vice-president, and Matthew V. O'Malley, secretary.

NOW comes Mr. John L. Crooks, President of the Simoniz Service Station of Detroit:



"You will be interested in knowing the results obtained from the first of a series of small display ads run in last Sunday's Free Press. The first appearance of these ads brought 68 phone calls, 13 personal calls, 8 definite promises for future, 2 letters from outside Detroit, 3 repaint jobs, and 6 Simoniz treatments—totaling in actual cash

business \$247.50. The two ads cost me \$32.69."



Not bad—about eight dollars for one dollar invested in advertising. Men like Mr. Crooks do not advertise for "publicity's" sake. Their agate line salesmanship must pay out, or they are played out.



Results from The Detroit Free Press come from real *buyers*. Coverage of every other home in the entire Detroit market is offered.

The Detroit Free Press

**VERREE &
National**



**CONKLIN, INC.
Representatives**

New York

Chicago

Detroit

San Francisco



*Good Housekeeping Institute, when it tests a device,
seeks to insure for the product success on the market.*

THE DAY'S WORK at GOOD HOUSEKEEPING INSTITUTE

I

*T*OASTING slices of bread hour after hour to determine if a toaster submitted for test will stand intensive use. Finding weak points, pointing out to the manufacturer how the product can be constructed so that the complaints and servicing will be cut down and the consumer assured of good service through many hours of use . . .

II

Showing a stove manufacturer—by especially developed tests and extended use—that the heat distribution of his oven is imperfect, and suggesting changes to overcome the trouble . . .

III

Finding defects in a refrigerator through extended tests at high room temperature—discoveries that save the manufacturer market trouble.

IV

Giving a large chain of stores advice about how to plan and equip a laundry for washing the uniforms of its employees . . .

V

Supplying an enterprising woman with advice sufficient to enable her to conduct a tea-room . . .

VI

Helping an association of food manufacturers to establish desirable standards for a new fruit product . . . Making suggestions for the improvement of this product . . . Preparing recipes for the Association in the Institute laboratories . . .

VII

Delivering a service to an individual manufacturer of a new jelly which brings forth his thanks for "generous assistance in perfecting the product" . . .

VIII

Making experiments for a manufacturer of a flavoring extract that brings from him this testimony: "The research work you have done is of the greatest importance—in keeping with the best traditions of Good Housekeeping" . . .

IX

Answering the request from the head of a large concern—made at the instance of his wife—as to the names of the best Oil Burners on the market . . . Performing a similar service for prospective buyers of Kitchen Cabinets, Pressure Cookers, Refrigerators—in fact, the entire field of household products.

X

Developing editorially (see *March Good Housekeeping*) the value of the 108 inch sheet for better standards in bed making; also the use of three sheets instead of two for added comfort.

These examples form only a small part of the work of Good Housekeeping Institute. To fully understand the range and scope of its work, visit its splendidly equipped offices and laboratories in the new International Magazine Building, 57th Street at Eighth Avenue, New York City.



The Change in Food Habits

Congress has voted a sum of \$120,000 to be used by the U. S. Bureau of Home Economics in research work next year, in addition to the administrative budget of \$17,000. This is an increase of \$10,000, made necessary by the change in dietary habits throughout the country. Women's organizations were responsible for the Congressional vote.

Farm women, who cook three meals a day for their families and hired help, are even more interested in nutrition, vitamins, mechanical devices, and food values than city women. To them, the U. S. Bureau of Home Economics seems very close, for farm women are acquainted with its work through their own extension classes.

Do you advertise food products? You can reach 850,000 real food buyers through their own magazine. **THE FARMER'S WIFE** is the only magazine in America published exclusively for farm women.

THE **FARMER'S WIFE**

The Magazine for Farm Women

Webb Publishing Company, Publishers
St. Paul, Minn.

Western Representatives

Standard Farm Papers, Inc. 307 North Michigan Ave.
Chicago, Illinois

Member Audit Bureau of Circulations

Eastern Representatives

Wallace C. Richardson, Inc.
250 Park Avenue
New York City

Architects Try Advertising—Now Plan a Bigger Campaign

Advertising Unites Architects and Breaks Down Professional Jealousies

By Bernard A. Grimes

MORE than ten years ago the American Institute of Architects rescinded a ruling which, up to that time, banned its members from enrolling in the ranks of advertisers. During these ten years, with isolated instances, little has been done to add to the records of advertising by architects. But there have been frequent testimonials from architects recognizing the helpfulness of advertising addressed to them and endorsing the educational activities of producers of building supplies in creating a better understanding of architects in the public mind. Where so much is conceded to advertising, it is difficult to explain why greater use is not made of it by the profession itself.

Perhaps the answer lies in the fact that few architects, individually, wish to take the lead in conducting advertising campaigns. Even though such a progressive step might not be considered unethical, they may feel that it would throw too conspicuous a light on the advertiser so far as his relations with other members of his profession are concerned. Individual advertising is something that, more likely will develop gradually as architects become more familiar with advertising usage through collective effort. It is not necessary that those

architects in a community who favor an educational program obtain the support of every member of the profession before beginning to advertise. Let a group of those with initiative pledge themselves each to invest a small sum in ad-



THOUSANDS of dollars are annually spent upon labor and materials for the erection of buildings that, when completed, represent nothing more, and often less, than the actual amount expended. All evidence of proper planning or attractiveness of design is totally lacking. These essential features, which tend to enhance the utility and commercial value of completed buildings, are sacrificed on the altar of false economy by eliminating the services of an architect.

The fee paid an architect is returned many times over in the greater values throughout the buildings which he plans and whose construction he supervises. For genuine economy, consult your local architect regarding all buildings. He will save you time, money and worry.

ENGAGE A LOCAL
ARCHITECT

THIS INITIAL 1928 ADVERTISEMENT SHOWS HOW DIGNITY IS BUILT INTO THE PLAN OF AN ARCHITECTS' CAMPAIGN

vertising as an experiment, as has a group of Pittsburgh architects, and many Doubting Thomases will leave their places on the side lines to join in the good work. An experimental campaign will prove that advertising can be conducted on a level consistent with the dig-

nity of the architectural profession. It will also prove how absurd is the excessive caution which is keeping architects from employing a constructive force that has long since been put to work by bankers, churches, public accountants and engineers.

A concrete example is offered for observation in the experience of this group of Pittsburgh architects. For years they have been conscious of a lack of knowledge among the building public as to the ability of the local architect. Individual firms shied at blowing their own horns, consequently little advertising was done. Matters came to a head with the placing of a large volume of business with out-of-town architects.

Responsibility for this loss of business was attributed to the failure of bankers to finance local building operations and the penchant of influential men to seek the services of New York architects. All of this fostered a growing resentment which led to the decision to meet the situation through united effort.

No time was lost in setting up machinery to carry out a program of relief, for an organization was already functioning to do just such work. This was the Architects Council of the Chamber of Commerce, formed by most of the leading architects of Pittsburgh to serve as the business unit of the profession.

There also is the Pittsburgh Chapter of the American Institute of Architects which promotes the aesthetic, scientific and practical efficiency of the profession. A third organization, the Pittsburgh Architectural Club, consists of architects and draftsmen and serves for the development of the draftsmen and younger architects.

The membership of these three organizations is so united as to create a composite and effective unit. The Council is the clearing house for all business matters of interest to Pittsburgh architects.

Members of the council had noted the successful results derived from the united advertising programs of manufacturers in the terra cotta, brass and copper, common brick

and other building material industries. A study of what these industries had accomplished soon convinced the Council that co-operative advertising was the best method to follow in acquainting the building group and the entire public of Pittsburgh as to the merits of service offered by local architects.

"After much discussion," according to M. Nirdlinger, member of the Council, "a committee was appointed to ascertain the number of firms that would support our first campaign, which was conducted last year. We were pleasantly surprised to find that twenty some firms saw the merit of our proposition. We signed them up for \$10 each and the committee in charge prepared dignified public announcements. These ran in newspapers for a period of about six months."

Inasmuch as the campaign was in the interest of all Pittsburgh architects, the letter inviting participation was sent to about 100 architects selected regardless of professional affiliations or club connections. The sum collected was small but it was ample to finance a series of dignified, attractive advertisements, each of which carried an illustration and a brief, pertinent message.

The committee appointed to arrange for the preparation of the advertising material early came to the conclusion that the preparation of advertising material for public reading was a work outside of its specialized knowledge. It is to the credit of the committee that it immediately adopted the suggestion that these details should be delegated to qualified advertising counsel.

Asked to comment on the results produced by the campaign, Mr. Nirdlinger replied: "We found the public much interested. This was verified by the many comments we received, among which were 'At last the architects are awakening.' We found that architects' service was brought into discussions in the Chamber of Commerce. We also learned that newspapers gave more recognition to the architect than ever before, all of which must be

AIMS *and* AMMUNITION

It is one thing to aim at a target, but quite another to hit the bulls-eye. Much depends on using just the right kind of ammunition.

So it is with direct advertising. The battle is half won if your ammunition is right. And that, by the way, is where we come in. If things were done over here the way they do in London, we might call ourselves "*Purveyors of advertising ammunition to His Majesty the American Business Man.*"

CHARLES FRANCIS PRESS

Printing Crafts Building

461 EIGHTH AVENUE NEW YORK

counted as valuable assets to our local organizations."

A set-up has now been completed for a 1928 campaign which it is anticipated will be more than twice as large as the initial effort. The method of financing this year is as follows: Each firm signs a contract to donate the sum of \$50 in quarterly payments of \$12.50. The contracts leave all details to the committee.

Thirty-three firms have signed up for the new campaign with fifteen still to be heard from. This means that the campaign will get under way almost immediately, on a much larger scale than last year.

"From the many favorable reports from the laity regarding our last year's campaign," Mr. Nirdlinger states, "we believe we are on the right track and strongly recommend this publicity work to architects throughout the country." So much for the effect of the campaign on the general public. Mr. Nirdlinger also mentions another benefit which it is yielding. "Since we are all contributing to the one cause," he states, "the spirit of good fellowship is greatly encouraged and the damnable jealousies that have always been a barrier to profitable business are eliminated."

National Biscuit Quarterly Net Income

The National Biscuit Company, New York, Unneeds Biscuits, etc., for the quarter ended March 31, 1928, reports a net profit of \$3,795,131, after taxes and charges, against \$3,756,668 for the first quarter of 1927.

Joins "Automotive Merchandising"

Clifford F. Broeder has joined the advertising sales staff of *Automotive Merchandising* and *Automotive Wholesaling*, New York. He will cover territory in and around St. Louis.

Otis Beeman with McCann Agency

Otis Beeman, formerly with the Charles H. Touzalin Agency, Inc., of Chicago, has joined the Chicago office of The H. K. McCann Company as contact and service man.

A. N. A. Qualitative Circulation Plan Intelligently Explained

GENERAL ELECTRIC COMPANY
SCHENECTADY, N. Y., May 24, 1928.

Editor of PRINTERS' INK:

Whether it is customary or not, you should be told when *PRINTERS' INK* pleases, I believe.

The story of the A. N. A. convention particularly that part relating to Qualitative Circulation Analysis on pages 33, 34 and 36 of the May 17 *PRINTERS' INK*, is so satisfying and complete and intelligent, that the understanding reader cannot fail to gather the significance of what occurred and what was involved in the situation. I am particularly interested and give you this testimony because of my familiarity with the subject and the manner of its presentation and discussion. You may take it for what it is worth.

While writing I would like to protest at the location of the "editorials" on page 186 in this issue, way back behind the garage next to the alley, if any. Can it be modesty that permits it? It certainly is not justified by any ash-can classification, because the material is and should be graded to be close to the entrance, if not in the front yard.

F. R. DAVIS,
Publicity Department.

New Accounts for Dauchy Agency

The Go-Light Company, Newark, N. J., manufacturer of automobile lights, and the Fill-A-Need Devices Corporation, Port Chester, N. Y., manufacturer of safety gas cocks, have placed their advertising accounts with The Dauchy Company, New York advertising agency.

The advertising accounts of the electrical contact division and the Elkonite division of the Elkon Works, Weehawken, N. J., have also been placed with the Dauchy agency, which now has the complete Elkon Works account.

M. E. Kennedy Heads Kennedy Valve Company

Matthew E. Kennedy, formerly treasurer and general manager of the Kennedy Valve Manufacturing Company, Elmira, N. Y., has been elected president and treasurer to succeed his father, the late Daniel Kennedy, founder of the company. J. Carroll Kennedy, works manager, has been elected vice-president and secretary. He will continue in charge of production. Clarence H. Kennedy, general sales manager, has been made a vice-president.

Automobile Part Makers to Merge

The Borg and Beck Company, Chicago, the Warner Gear Company, Muncie, Ind., the Marvel Carburetor Company, and the Mechanics Machine Company, Rockford, Ill., will be consolidated into the Borg-Warner Corporation.

OFFICE MEMO

To: Advertising Manager

Attached letters from distributors and dealers in Florida confirm our judgment about possibilities of better business in that territory this summer.

Some of our dealers in Florida, I have found, used to carry our lines when they were in business elsewhere. Naturally, they have been friendly toward us, but lack of advertising has held them back a bit.

But now that we have decided that the Florida dealer is entitled to our help, I am confident results will prove the wisdom of continuing summer advertising in the Florida Times-Union.

Note that these letters confirm the selection of the Times-Union as the logical medium to cover Jacksonville and reach other parts of the state and South Georgia besides.

I'm interested in keeping tabs on this, and will pass on sales manager's reports covering Florida sales.

act

3rd of a series of
a business man's
impressions of
Florida.

...“the Florida Dealer
is entitled to help....”

THE live distributor or retailer knows the value of good advertising. He knows it helps move merchandise—in Jacksonville and Florida as well as in other markets. He uses the Times-Union himself. Give your Florida dealers constant helpful advertising which completely covers busy Jacksonville and reaches many other sections of the state besides, through—

The Florida Times-Union
JACKSONVILLE, FLA.



The Elks

Magazine

850,000 Identified Subscribers

50 East 42nd Street New York City



Photo, E. Warren Boyer



The largest
magazine
for MEN

From Where Do the Best Copy Ideas Come?

SAN FRANCISCO

Editor of PRINTERS' INK:

Could your service department supply a list of references on the subject of field work and research as the basis for obtaining material for the copy message?

We would appreciate any data of a general nature relative to special methods, questionnaires, personal surveys, etc., used by advertising agencies and manufacturers.

We are interested in this subject as applied to both general (newspaper and magazine) advertising, and industrial advertising.

If this letter is published, will you kindly omit names and addresses? We will value very highly your suggestions.

THE market survey, or field investigation, is often resorted to as a method of obtaining copy ideas. Sales appeals of great effectiveness have frequently been developed by this means. Many examples in the resale and industrial fields could be mentioned.

"We make market surveys," said the sales manager of a hardware manufacturer, "but we do not obtain many usable copy ideas from them. The reason is we do not trust them too much. Every town or market is different. To take a copy idea uncovered in a market like Detroit or Los Angeles, and to apply it without trial or modification in other markets is dangerous, unless our reports from other markets show in a general or particular way that the idea would be apt to have an appeal."

Another sales manager of a manufacturer of electrical supplies said:

"Questionnaires are misleading. I wouldn't trust the finest questionnaire ever concocted unless I could first test one myself. In other words, you can make a questionnaire show anything you want. So before I act upon questionnaire findings, I pick out one or two of the most promising-looking ones and personally interview the men who filled them out. Then I know how far to be guided by the whole survey."

This man continued:

"Questionnaires are not, in my estimation, the best sources of copy ideas. Our product is technical. Our engineers know more about it than contractors or even architects, at least the majority of architects. We get most of our best copy ideas from our engineering laboratory. Next, from our own salesmen, all of whom are technical school graduates. Other sources I would list in the following order of importance: Shop tests, field tests, interviewing key buyers and plant men, experimental advertisements (test campaigns or mailings), watching the advertisements of other manufacturers in our field. Once in a while I get an idea from a salesman who sells to us. In fact, our buyer is asked to make notes of ideas dropped by salesmen and to send them to me."

A review of the articles on obtaining copy ideas through field work and research which have been published in PRINTERS' INK and PRINTERS' INK MONTHLY proves that good ideas are not obtained from any one source. Many sources and methods are mentioned. Among the more important are: *Sources:* Plant laboratory, technical and trade press, U. S. Bureau of Standards, shop and field tests, market study, product study, raw materials study, purchasing agents, plant engineers, dealers, contractors, architects and users. *Methods:* Mail questionnaires, special field investigators, company salesmen, test advertisements or campaigns (viz., "Put your problem up to our Engineering Department," etc.), prize or sales contests for ideas, complaint department, credit department. Keeping a list of sources and methods and recording those which provide usable and result-bringing ideas is a good rule for the copy writer.

Names of articles are available upon request.—[Ed. PRINTERS' INK.]

Death of J. J. Wallace

James J. Wallace, general manager and business manager of the Cohoes, N. Y., *American*, died at that city recently.





HOW MANY
DUCHESSES
ARE THERE
in AMERICA?



ACTUALLY there are but two or three Duchesses in America, two or three Princesses and a scattering of Countesses and Marchionesses.

And of these some came over to raise money for one cause or another, some to write articles for American magazines (how well we know that!), and some were brought by Morris Gest to play in "The Miracle". For royalty, alas, is close to rags in these days.

Yet, in another way, there are hundreds of thousands of Duchesses in America today. In the advertisements, hundreds of thousands of printed pages carry their photographs

*Royalty
in
Rags*

and their endorsements—of creams, of powders, of cigarettes, of what not!

For the wise advertiser knows that royalty, whether close to rags or not, will never lose its allure.

Because women today, not only a few thousand women but hundreds of thousands of women, want style and beauty to endorse the things they buy.

“We are becoming a nation of connoisseurs,” says Bernard F. Gimbel. “Style is a controlling factor in American business and American life,” says W. C. D’Arcy. “It is the day of the artist,” says a leading article in *Printers’ Ink*.

And into this new scheme of things, into this changed America, the purpose of *Delineator* fits perfectly.

*Style is
Everything*

*A
Nation of
Connoisseurs*



its purpose to carry style and beauty into a constantly increasing number of American homes.

Two years ago, many people said Delineator was too smart to appeal to a great number of women. But today nearly everybody admits its appeal is the most effective appeal.

And meanwhile Delineator is going ahead at a pace that is almost sensational.*

*A
Changed
America*

Delineator

ESTABLISHED 1868



**Up to October the guaranteed net paid circulation is and has been 1,350,000. With December it will be increased to 1,800,000. And in advertising revenue Delineator shows an increase of 30.9% for the first six months of 1928 compared with the first six months of 1927.*

THE BUTTERICK PUBLISHING COMPANY



Landing on the Prospect's Emotional Soft Spots

While the Customer May Remain Captain of His Soul, We Must Be First Sergeants of His Chills and Fevers

By Edwin B. Self

Sales Promotion and Advertising Manager, The Dayton Rubber Manufacturing Company

ABOUT all the professors of psychology have told advertising practitioners to date is that it's rather difficult to foretell just how any individual is going to react to any given set of circumstances. This is due, undoubtedly, to the fact that the inside circumstances of all individuals differ according to the total of all their past experience. And also, of course, because what is duplicated in each case are but the agents of the external argument.

I refer, naturally, to man's higher reactions. Not to those reflex actions that occur when we stick a man with a pin or kick him just below the knee cap. There is a slight difference, as even the Behaviorists admit.

This much is something already known to every advertising man who has been confronted with the flabbergasting experience of having one of his pet pieces of copy fail, and another, not nearly so "scientifically" compounded, bring home the bacon.

And so, too, with personal contact selling. The "science" of selling, for the present at least, is still an art.

However, in the business of persuading a man to see a thing as we see it, or as we want him to see it, there is one fundamental principle, therefore scientific fact, that we cannot gainsay. *We have to make him understand what we're talking about.* This does not necessarily imply that he should follow our exposition to the last detail, but it does mean that there must be enough ungreased grabbing places on what we're saying to enable him to catch on and go at least part of the way with us.

Even a casual study of human

history shows that the men who have most successfully persuaded others to their way of thinking have all been past masters at illuminating their truths by the simple process of identifying the new by dressing it up in old and familiar raiment. I think the old Chinese had this in mind when he said that one picture tells more than 1,000 words. But I think we are too prone to misinterpret, or not to interpret broadly enough, just what the venerable gentleman meant. Or perhaps he spoke more truly than he thought.

Christ painted pictures with his parables. You've heard that before. Lincoln was America's foremost bucolic artist. Then there was Aesop with his fables. And Shakespeare surely painted pictures if ever an artist did. Words were their pigments. Their canvas, the minds of men.

REDUCING THINKING TO A MINIMUM

Psychology also tells us, as I have gathered in my own stumbling way, that sustained thinking is painful work very seldom indulged in by the average man. One school, with not a little evidence on its side, contends that mankind doesn't do any thinking at all. At least it is fairly safe to conclude that it doesn't do much. From this premise, then, one readily reasons, if one believes in reason, that the most successful sales argument is the argument that reduces to the minimum any thinking necessary to be done on the part of the recipient.

Perhaps we have under-estimated the contribution of psychology as a science. It tells us, for example, that it is easier for mankind to feel than to think, and

far more enjoyable, with the result that there's more kick in a sales presentation which reaches a man's instincts and emotions than there is in cold and abstract argument that has to be pieced together in the brain. A thing is dull and uninteresting, not always because it is lacking in truth and wisdom, but quite often because it requires effort on our part to follow its ramifications and arrive at its virtues. The essential thing necessary to awaken our interest, and consequently our emotional as well as our intellectual reactions, may be submerged. We don't warm up, as it were, and not being warmed up, our physical forces, inextricably tied in with our thinking, refuse to release, or permit to lie dormant, the stored energy necessary to sustained thought. This surplus energy is nature's reinforcement, for emergency purposes only; for use, for example, when something more is required than habit actions and habit thoughts; and, as evidently nature conceived it best, the Open Sesame to its tap is spoken in emotional language. Certainly we think better after we get warmed up.

THREE CONCLUSIONS

We could branch off into metaphysics here and range indefinitely. However, sticking strictly to what has been said, we arrive at three simple conclusions:

1. The human mind grapples best with matters previously made familiar, and, thinking as it does in terms of pictures, and symbols that recall pictures, more easily follows a projected thought when presented in terms that harmonize or find association with matters already in the mind—*indicating the wisdom of making it unnecessary for the prospective customer to supply absolutely new materials in order to see our point.*

2. The human mind tires easily and follows abstract and strange matters with great difficulty—*indicating the wisdom of simplicity on the part of the person who would sway it.*

3. The human mind requires emotional stimulus before it can

get in its best work—*indicating the wisdom of dramatized or picturized presentation.*

But all this is not as simple as it sounds. In our efforts toward repression, simplicity and naturalness, we run into grave dangers of being dull, insipid and humdrum. In our desire to be dramatic we are, more often than otherwise, only noisy and offensive fellows. In our anxiety to get our message off the literary pedestal we quite often land it in the gutter to the amusement of the bourgeoisie. When we begin to feel "institutional," or when called upon to extol creeds, we find it extremely difficult to keep our feet out of the mire of cant. Almost invariably when we try to hand out flowery language the result is a cabbage, and generally an overripe one at that. And, as is generally the case, when we would get colloquial or talk in the vernacular that happens to be first nature with our customer, we find that what we've imitated is only the husk, and that we've failed to take into consideration the spirit and viewpoint of our target. (If psychology can help us, long live psychology.)

Thus, if it's written words we're manipulating, we put outlandish speeches into the mouths of babes; I. W. W. complexes into the conversation of bankers. And, if it's that mysterious, unknown quantity known as "the trade" to whom we're talking—well, you know, we sprinkle in just enough of the smart aleckry of the industry involved for friend customer to know that we're wearing a false-face.

And so, too, if we try to talk down to anybody, and only more so if we talk up. In other words, before we can engage a man on familiar ground and land on his emotional soft spots, we must ourselves eat of his philosophy and dream his dreams. We, too, must be interested and emotionally aroused. It is not easy. It implies that whereas the customer may remain captain of his soul, we must be the first sergeants of his chills and fevers.

But to be on. 'Tis said that even

BIRMINGHAM

The South's Industrial City IS GROWING!

According to the records of building permits issued during the first three months of 1928, Birmingham is \$505,327 ahead of the building activity of 1927.

Bank clearings—always a business barometer—show for the first three months of 1928 an increase of \$2,837,549.00 over the same period of 1927.

Brisk business activities are keeping Birmingham one of the most desirable markets for nationally advertised merchandise.

The Birmingham News AND AGE-HERALD

The South's Greatest Newspaper

MORNING

EVENING

SUNDAY

National Representatives

KELLY-SMITH COMPANY

Boston—Philadelphia—Atlanta—New York—Chicago

a blind hog will occasionally uproot an acorn. So here are two or three homely examples that I've used myself to help Mr. Customer get the "big" idea without straining his mental resources.

In reply to a man who protested that he could get certain other tires for less money than he had to pay for a Dayton: "Who expects to buy a Lincoln at the price of a Ford?"

In endeavoring to convince a prospective Dayton dealer that our company is a human bunch to do business with: "Dayton Rubber feels that a good dealer is a whole lot more than just a channel of distribution or a thumb tack on a map in the sales manager's office."

Further to illustrate the extra but at first unseen value in a Dayton: "A dollar bill takes up as much room in your pocketbook as a thousand dollar bill—but it won't go so far."

To get across the idea of quality and sturdiness in the ingredients that enter into the manufacture of our product: "You don't suppose that if the Sphinx had been built of putty it would still be standing?"

In discussing Dayton Tires with a doctor who has made the common remark that all tires look alike and consequently should run about the same in quality: "See that man, Doctor? (Pointing to nearby workman.) He is a good man and a very able mechanic. He stands on two legs the same as you do; he has two hands, two eyes and one head. Yet you have something inside of you that that man hasn't. Cut the two of you open and you might appear very similar inside. Yet, were I to become ill and were allowed to choose which one of you two I wanted to treat me—well, you know whom I would choose. Why? Because you've got something in you that the man over there hasn't got. You could give me something that the other fellow couldn't give me."

Ad infinitum!

Anyway, as long as folks are human, see things differently, are creatures of their senses as well

as their sense—as long as sentiment can bend the brass rules of logic—people are going to buy things "Just because": which simply means that that's the way they feel about it. And why not?

John Morgan Richards & Sons, Ltd., in Liquidation

After occupying a prominent part in the history of British advertising for more than a half-century, the advertising agency business founded by John Morgan Richards, according to report from London, is being dissolved. The agency, which was conducted under the name of John Morgan Richards & Sons, Ltd., since the death of Mr. Richards during the war, has been carried on by his two sons.

Mr. Richards, an American, had the distinction of being elected the first president of the Sphinx Club of London. He is mentioned in "Forty Years an Advertising Agent," by the author, George P. Rowell, who describes how he first met Mr. Richards in Boston shortly after the Civil War. At that time Mr. Richards was active in advertising Drake's Plantation Bitters.

In 1869 Mr. Richards went to London where, according to Mr. Rowell, he was "more conspicuous and successful than any other man in introducing American proprietary articles into Great Britain." He also is credited as being responsible for introducing cigarettes to the British public when he brought over Richmond Gems.

For more than a quarter-century and up until last year, the Richards agency represented Colgate & Company. The agency has evidently been in difficulty for some time and is now in process of liquidation through action of its creditors.

Coty First Quarter Net Income Gains

Coty, Inc., New York, Coty perfumes, for the quarter ended March 31, 1928, reports a net income of \$843,298, after charges and taxes, against \$653,927, for the first quarter of 1927, and \$629,178, for the first quarter of 1926.

Oil Burning Account for Seattle Agency

Case & Morse, Seattle, Wash., heating engineers, have appointed the Daken Advertising Agency, of that city to direct an advertising campaign for their oil burning heating plants. Newspapers and radio will be used.

P. Schuyler Briggs with Advertising Counsellors

P. Schuyler Briggs, Jr., until recently sales promotion manager of Con-
goleum-Nairn, Inc., Philadelphia, has become secretary and director of Advertising Counsellors, Inc., of that city.

Concentrated Circulation Among Intelligent Readers

THE NEW YORK TIMES average weekday circulation is 405,707 copies, of which 386,736 are distributed in New York and the seven states nearest. Of the Sunday sale of over 700,000 copies, 626,664 are sold in these states.

	<i>Weekday</i>	<i>Sunday</i>
New York . . .	302,995	428,509
Connecticut . . .	12,558	35,657
New Jersey . . .	51,039	79,172
Pennsylvania . . .	9,633	46,975
Massachusetts . . .	6,569	22,232
Rhode Island . . .	1,871	7,998
Delaware	464	1,322
Maryland	1,607	4,799
<hr/>		
TOTAL . . .	386,736	626,664

The sale of The New York Times in the District of Columbia on weekdays is an additional 1,716 copies; Sundays 4,058.

The Times readers are intelligent, substantial people. No other publication has so great a number of high quality readers concentrated in this rich area.

The New York Times

Flying a Kite Needn't Carry Your Feet Off the Ground

*as the experience of The Palmolive-Peet
Company testifies*

THE striking success of Palmolive Soap is traceable to an unusually effective combination of common sense and imagination.

Year after year, advertising has woven a web of prestige and created a beauty atmosphere about Palmolive, until today it is the outstanding complexion soap of the world.

A gifted imagination coined the phrase "Keep that schoolgirl complexion."

Many millions of dollars have been spent in telling women about this simple but effective beauty treatment: No false claims are made. There is no boast in Palmolive copy that this soap will give a woman beauty she does not naturally possess. Every word which sells Palmolive Soap does so by indicating that this clean, wholesome soap-and-water treatment is the best way to keep youth and hold beauty . . . a way recommended by leading dermatologists throughout the country.

Imagination dictates the choice of art work as well as copy.

The "Palmolive type" is well known wherever magazines are read, and everywhere it symbolizes a certain radiance and freshness associated with school-girl complexions.

These things are products of the imagination.

But common sense takes the soap to market.

Common sense dictates the remarkably sound jobbing and warehousing policies of The Palmolive-Peet Company.

Good management merchandises a specialized beauty soap at 10c the cake to millions of users.

Now that the radio is a vital moulder of public opinion, Palmolive is on the air with a program of great popular appeal.

Benjamin Franklin was one of history's outstanding exponents of common sense—yet the same man who wrote "Poor Richard's Almanac" flew a kite and snared the lightning out of the skies.

And yet flying a kite, as The Palmolive-Peet Company has found, needn't carry your feet off the ground.

The Palmolive-Peet Company has been a client of Lord & Thomas and Logan since December, 1907

LORD & THOMAS AND LOGAN ADVERTISING

CHICAGO
400 N. Michigan Avenue

LOS ANGELES
1151 South Broadway

NEW YORK
247 Park Avenue
WASHINGTON
400 Hibbs Building

LONDON
Victoria Embankment
SAN FRANCISCO
225 Bush Street

Each Lord & Thomas and Logan establishment is a complete advertising agency, self contained; collaborating with other Lord & Thomas and Logan units to the client's interest.



NEW YORK WINS!

A contract for 2,500,000 sixteen-page booklets was about to go out of New York when our Direct-Mail Department stepped in with a dummy incorporating several pertinent ideas. So convincing was the presentation that the contract stayed in New York.

More than "The Printing Center of the World," New York, in addition, is the Mecca for the cream of creative-advertising talent.

Isaac Goldmann Company
ESTABLISHED 1876

PRINTING OF EVERY DESCRIPTION

80 LAFAYETTE ST.
NEW YORK, N.Y.

TELEPHONE
WORTH 9430



What the "Typical Distributor" Wants and Will Do

Why Distributors Don't Put More "Special Effort" Behind Each Manufacturer's Line

By Eugene P. Lynch

President, National Association of Paint Distributors

THE value of the distributor to his customers depends largely upon the efficiency of his service to them. This means frequent and prompt deliveries and frequent and regular calls by the distributor's salesman. This fact suggests that the distributor's salesman cannot devote a great deal of time to missionary work for the manufacturer. It would slow him up too much and increase selling expense too much.

I often wonder what the advertising or sales managers of manufacturers think happens to the expensive and carefully thought out advertising helps which they send to distributors. I presume they think that when the description of this matter comes in the mail we stop opening the envelopes which may contain checks or orders, give instructions to our credit department, our shipping department and the rest of the people who may be trying to consult with us that we are not to be interrupted, and then shut the door of our office, hang out the "Do not disturb" sign and spend so much time as is necessary to read, analyze and visualize the results which we may obtain from this valuable campaign. Well, perhaps the experience that some of you have had is that we don't do it just this way and we don't. Of course, it isn't always possible to do so, but wherever it is possible these advertising campaigns and helps should come to the attention of the distributor through the person of the manufacturer's representative who has been instructed in their use and how to put them across.

I have heard sales managers say:

Portion of an address delivered before the Advertising and Sales Managers Conference of the Paint and Varnish Industry at Briarcliff, N. Y., on May 22.

"If we could only prevail upon the distributor to use our sales helps intelligently and in the manner we mean that they should be used. There is such indifference to our program, such half-hearted, hit-or-miss support." Distributors recognize the justice of this criticism. They know well enough that if it were physically possible for them to get behind such programs with their sales forces, giving them just the co-operation and support suggested, sales would increase. But just stop to think for a minute. How many of these sales programs is the distributor asked to support in a year? The varnish manufacturer has them on his regular line and several on his paint specialties. The mixed paint manufacturer has them on his regular line and several on the varnish specialties. They both have one on lacquer. There is the program of the manufacturer of specialty whites; another on floor waxing and polishing outfits; there is the brush campaign; the kalsomine campaign; the various special programs to the house painter; the factory upkeep campaign; the campaigns to the automobile refinishers; the spray painting equipment campaign. I haven't mentioned them all by any means, but "honest injun," do you think you could take the three or four outside salesmen which the typical distributor employs and carry out these campaigns to the satisfaction of each one of them, besides making the necessary fifteen to twenty calls a day which is required of the salesman?

I have never counted the hundreds of items that the distributor sells, but I know if he attempted to devote as much time as was necessary to put special effort on

each item to each customer, the cost would be prohibitive.

We have just got to recognize that the distributor's salesmen cannot do these things without the co-operation of the manufacturer's representative.

The function of the distributor is to buy goods for his customers and distribute them to his customers. The creation of the demand for the manufacturer's products is not primarily the function of the distributor. If it were he would try to sell more of his merchandise under his own label and make bigger profits. The greater the amount of time he is expected to spend in creating a demand for merchandise, the greater must be the charge for his services.

When we consider the function of the distributor, that he is purchasing and warehousing agent for his customers, and this is fundamentally his job, we must consider the obligation which this relation imposes. The dealer who relies upon a distributor for his needs expects to see the distributor's salesman at certain times and on certain days. At such times he takes up the various questions that are to be discussed relative to his needs. There may be discussion as to the condition of the dealer's account, prices of staples, market conditions. The wise salesman will frequently advise about store arrangement, quantities of merchandise to buy, not seldom suggesting cutting down orders.

Let me illustrate as a concrete example how the distributor's salesman can sometimes assist a local dealer in a way which would be difficult for a manufacturer's representative to do it. A master painter owned a corner building in a small residential section populated largely by working people. He wished to open a paint store. The distributor's salesman first ascertained what a fair rental value of the store would be. He then estimated what the clerk hire and other expenses would amount to; then the probable consumption of paint in that vicinity.

He concluded that a store selling paint only would not pay but it did seem that a combination of

a small paint, wallpaper and hardware store would pay, provided a clerk could be found familiar with these lines. Referring the matter to the other salesmen in the distributor's organization, such a man was found, the business was launched and has been successful.

It happens sometimes that specialty salesmen drop in on distributors with the announcement that they have been sent by the manufacturers to assist in the sale of certain products. "Co-operators" these men are sometimes called. Oftentimes they do not appear to be capable, efficient salesmen, and sometimes it seems almost as though their principal reason for being on hand is to fulfill a promise that assistance would be given in the sale of merchandise purchased, as if to say, "Well, we promised you a man to help; here he is. What do you want him to do?"

It seems to me that this kind of work could frequently be made more effective if, before attempting any work at all, more definite efforts were put into the preparation of routing the campaign, the details more carefully worked out, the distributor definitely pledged to the campaign and arrangements made either with the factory representative or by letter as to just how the time of the factory representative was to be taken up on the various days to be devoted to the campaign.

Undoubtedly the advertising expert employed by the manufacturer could do much in the way of assisting the distributor in the expenditure of his own advertising appropriation for we must admit the distributor does seem to do this job explosively rather than intelligently. I think the typical distributor who spends approximately \$3,500 in advertising usually does it with the thought that it is necessary to do something along this line so he will experiment this way or that this year.

I have talked with few distributors who feel that their advertising is done effectively and intelligently.

Distributors are impressed with the importance of assisting dealers



5c. DAILY

MAY 31, 1928

10c. SUNDAY

ANALYSIS SHOWS ONE PAPER CAN COVER ALL SOUTHERN CAL.

RATES MATERIALLY LESSENED THAT WAY

"HOW to penetrate the WHOLE Southern California market at one fell swoop!" might be the title of an analysis of the influential coverage of The Los Angeles Sunday Examiner. An Eastern manufacturer recently declared that his sales quotas were being worked out on a basis of being able to reach half the families in the cities where he had distribution, through one newspaper in each of the given cities.

Would Pay High Rate

WHAT a fancy advertising rate HE would have had to pay, if he used one newspaper in each city in Southern California where he has splendid distribution! When we showed him The Sunday Examiner was a giant among newspapers, affecting the thinking and buying habits of a veritable empire to a greater extent than a multitude of small papers combined, he got the point quickly. Get out YOUR map of Southern California, and spot THIS coverage:

	Number of Families	Per Cent Coverage SUNDAY EXAMINER
Alhambra	8,125	54%
Anaheim	3,125	60%
Bell	2,500	110%
Beverly Hills	3,000	67%
Compton	3,347	65%
Fullerton	2,813	53%
Huntington Beach	1,500	80%
Lankershim	3,062	61%
Lynwood	1,500	52%
Oxnard	1,750	54%
Pasadena	20,000	54%

Some over 80%

Redondo	2,590	85%
San Fernando	1,830	80%
San Pedro	11,250	54%
Santa Ana	8,000	53%
Sawtelle	2,318	67%
South Gate Gardens	2,500	83%
Upland	1,325	55%
Ventura	4,500	63%
Watts	5,000	59%
Whittier	3,875	51%
Wilmington	3,170	64%

No other newspaper in Southern California covers BOTH the local and the tributary Los Angeles markets like The Sunday Examiner.

Etched in Light!



President Coolidge pressed the button in Washington, D. C., that officially opened the recent dedicatory exercises at Los Angeles now \$5,000,000 City Hall, here shown with its 69-mile air beacon in a remarkable night photograph by an Examiner cameraman.

DURING APRIL

LOS ANGELES became second in tire production.

Willys-Overland announced new assembly plant to employ 1,000 to 1,500 workers here.

Bank clearings, \$873,233,011—highest April in history.

Postal receipts up 6.37% over previous month—highest increase in 14 principal U. S. cities.

Harbor did \$80,000,000 import and export business—\$6,000,000 over April, 1927.

and painters to improve their business methods, thereby benefiting indirectly by increased sales and improved credit risks. Manufacturers who can help to put this sort of good-will advertising through the distributor to the dealer would, of course, benefit.

Frequently the sales organizations of the manufacturer have better lists of prospects in a given territory than does the distributor. Frequent check backs on such lists with the distributor's salesmen is a valuable help.

I believe that the practice of sending out advertising letters either alone, or accompanied by circulars, over the distributor's signature could be increased with good results. They will be read more quickly, if not too long, by the customer. From my observations I believe that if I were a manufacturer I would endeavor to have an outstanding specialty in my line that was in good demand. A distributor who controls such a specialty has an obvious advantage over the one who does not. I could point out many instances where a franchise on a specialty of this sort helped distributors to get in full-line accounts.

A SUGGESTED LETTER

I expect some day to see a letter addressed by a manufacturer to a dealer telling that dealer why it is more profitable for him to deal through a distributor than directly with the manufacturer. We won't have to wait until the manufacturer believes it, he does already. The only one who preaches this doctrine now is the distributor and he doesn't get the credit for being disinterested. This letter will read something as follows:

We want to tell you about the arrangements we have made to distribute our merchandise through the Eureka Paint Distributing Company. Perhaps you will wonder why, if we wanted you to buy our goods, we didn't come to you directly. That's a fair question and here is the answer:

If you were handling our paint and you couldn't get it when you wanted it, we would both have lost money, wouldn't we? We have discovered that where we sell to the dealer direct, instead of to the wholesaler, one of two things happens, either the dealer has to carry too large a stock, which is unprofitable to

him, or we have to sell in too small quantities, which is unprofitable to us. Now, we know you carry a general line of paint sundries, as well as mixed paint, and if our salesman called upon you as often as you might need to see him, he would sell you only a small portion of your paint requirements. But Mr. Smith, the salesman from the Eureka Paint Distributing Company, can take care of your paint requirements and also supply your sundry needs and ship them all together, things like sand paper, brushes, shellac, lead, oil, turpentine, drier, glass, painters' tools, kalsomine, dry colors, glue, whiting, putty, steel wool, etc.

The Eureka Paint Distributing Company buys our goods in carload quantities, then splits up this carload among perhaps hundreds of customers. Now you can understand that for us to deal with one customer instead of hundreds or more, means a big saving to us; therefore, we give the Eureka Paint Distributing Company a portion of this saving because we know that they will serve you better than we can.

Do you realize what it would mean to you to carry a stock large enough so that you could meet every demand that you had for our merchandise? Your turnover would be so small that you wouldn't make much money in your paint department. If you didn't carry this large stock, think of the sales you would lose. You can always get our paint from the Eureka Paint Distributing Company within a day or two and this enables you to do a good volume of business on a small capital. Then, too, the Eureka company will give you longer terms than is usual for us to give. They know you better than we do. They know your local conditions. They will often help you to re-sell your merchandise. The fact that you depend upon them for your requirements in your paint department makes your account large enough so that it is for their interest at all times to see that this department of your business is successful.

Now I will admit that there are obvious reasons why letters like this are not frequently written and probably won't be so long as it is not possible for manufacturers to distribute their merchandise in all sections through independent distributors. It is suggested rather as an illustration of the value of a distributor's service. The whole purpose of what I have to say is not so much to point out where the manufacturer falls down or where the distributor falls down, as it is to acquaint you with the organization and capacities of the typical distributor so that we may the more intelligently work together in order to accomplish our ends.

Monarch of the Dailies*In San Francisco . . .*

The Examiner Makes an Intimate Appeal to Both Men and Women

While The Examiner leads in 17 out of the 25 National Advertising Classifications recognized in San Francisco, these two have been selected because of their exclusive appeal to the surplus expenditures of two great buying extremes. They tell their own story.

Toilet Requisites

During the first 4 months of 1928 The Examiner carried 136,843 lines of this advertising—more than any three other San Francisco newspapers combined in the classification of most intimate appeal to the woman buyer. During the same period The Examiner also registered a greater gain than all other newspapers combined in this classification.

Tobaccos

With 150,308 lines of Tobacco Advertising during the first 4 months of 1928, more than any two other San Francisco newspapers combined. The Examiner also proved to be the supreme factor in appealing to men. During the same period The Examiner gained more lineage in this classification than all other newspapers combined.

San Francisco Examiner

Daily, 186,890 - - - Sunday, 368,928

...How can you find a Home Newspaper?

FACTS about newspapers most important to space buyers frequently are the least tangible.

Statistics are helpful, but they often fail to reveal the character of a newspaper. For instance, how can you pick out a "home" newspaper from a maze of circulation and lineage totals?

And when a newspaper stoutly claims it is the home newspaper in its community, how does it prove the statement?

Take the *Globe*, the "home newspaper" in Boston.

This one newspaper, alone of the three carrying most of the advertising, holds practically all its readers on Sunday in Metropolitan Boston. The second paper loses a third of its readers; the other loses two-thirds. And Sunday circulation is *home* circulation.

Boston merchants, whose business depends on reaching the homes, place more advertising in the Sunday and daily *Globe* than in any other newspaper. In

department store advertising alone the *Globe* carries more than the next three papers combined on Sunday and leads by 45% seven days a week. Department stores, of all merchants, depend chiefly on the home market.

The *Globe* leads also in four of the five major classifications which include 63% of all display advertising in Boston. And the four classifications in which the *Globe* leads find their greatest potential market in homes.

Of course the basic reason for the *Globe*'s dominant home coverage is its editorial policy.

It specializes in local news and home features. The *Globe* has a larger staff and prints more local and suburban news than any other Boston newspaper. Its Household Department, established thirty-four years ago as the first "women's page" in America, is a recognized institution in Boston homes. School news is given thorough attention. The

The Boston

you recognize



Globe's sport page is one of the best in the country—especially in the featuring of local and sectional sport news.

Thus every fact about the Globe—advertising, circulation, editorial—points to the home. And Metropolitan Boston is predominantly a city of homes—homes exceptionally high in per capita wealth.

National advertisers cannot cover the rich Boston home market without the Globe.

We have prepared a booklet of interesting, valuable facts on "Boston—4th Market." Write for a free copy.

Facts on Boston and the Globe

Boston's shopping area ranks fourth in population, third in per capita income tax returns. Family wealth averages \$9,000; saving deposits, \$2,000.

Metropolitan Boston is within 12 miles of Boston's City Hall. From this area Boston department stores draw 74% of their business. Here the Globe is definitely the home newspaper, as proved by circulation and advertising.

It is the only Boston newspaper which holds all of its readers in this district seven days a week.

It leads by 45% in department store advertising. And in the four major display classifications which find their greatest market in the home, including automobile advertising, the Globe also enjoys a substantial lead.

in Globe

The bird of time is on the wing



Times and customs change quickly—the highly productive years of unadvertised enterprises are, as a rule, astonishingly few. Manufacturers permitting days to pass in processions of months and years without giving their businesses the advantages of advertising agency service are not living up to responsibilities assumed.

McJUNKIN ADVERTISING COMPANY
DOMINANT IDEA ADVERTISING
228 NORTH LA SALLE STREET AT WACKER DRIVE
CHICAGO

hardening them and mounting them, were original with him. The mounts bearing the footprints are circular, about an inch in thickness, and vary in diameter from two to four inches. Specimens include tracks of the coyote, otter, wildcat, timber wolf, mountain sheep and bear.

Upon his return to St. Paul, Mr. Kerr wrote to his home office in New York, sent along samples of the mounted footprints, and made this suggestion: "Why isn't there a good idea here for use in our advertising of Keds? Keds are sold largely for wear in the great outdoors, boys old and young are interested in wild animals—why couldn't the two subjects be tied together in some way and used in our advertising campaign? Wouldn't such an appeal in our copy help urge the youngsters out of doors?"

When this suggestion reached the company's advertising department, W. F. Earls, manager, and T. H. Young, in direct charge of footwear advertising, decided Mr. Young should take a trip west to confer with Mr. Kerr and Trapper Evans. Mr. Young was commissioned to make satisfactory arrangements with the trapper to co-operate in furnishing the animal footprints and to find out what sort of copy material could be procured.

Mr. Young found Trapper Evans amenable to every proposition, beyond his most ardent expectations. Not only would Trapper Evans agree to supply the animal tracks to readers of Keds advertisements, but he agreed to write stories about the animals over his own signature for use in the advertisements. His stock of stories, Mr. Young found, was inexhaustible. Trying to decide on which were best, when all were best, became more difficult as story succeeded story. Mr. Young spent five days with Trapper Evans. In that time he selected seven stories as being usable for advertising purposes in the Keds campaign. Thereupon Trapper Evans dictated, and Mr. Young recorded and transcribed, and finally Trapper Evans signed,

seven complete articles. Said Trapper Evans: "I'll stand behind everything I've written. If anybody says the facts are not as stated in these stories, refer them to me. I'll back them up with proofs."

Not so amenable was Trapper Evans to the proposal that he find a way to manufacture his animal tracks in quantity. Each mounted impression was an "original," he said, made in the clay mixture direct from the animal's paw, and then hardened. To use these originals as "master" dies, or records, with which to proliferate offspring in the form of duplicates, did not accord with his ideas of what constituted an "original" footprint. He would agree to supply only "originals," therefore, confident that he could make them by hand fast enough to keep up with the demand.

The next step in the development of the advertising campaign was determining how best to endow the advertisements with the gusto of reality, the sting of wild nature—how to fire them, in other words, with excitement, and make each page halt the reader with a snarl, the impact of padded feet, or the gleam of fangs. A series of illustrations by Charles Livingston Bull supplied what was needed in this respect. With such a bestowal of riches in the form of copy and pictorial material, the advertising department went to work and produced its 1928 consumer campaign for Keds.

The first advertisement is a page which has across its upper portion the drawing of a skulking wolf, and beneath it this caption, "I saw an animal crouched in the snow." Under this is a bust half-tone of Trapper Evans, and to the right of it in bold type the words, "Trapper Evans, old-time Montana woodsman, recounts his experience with the 'Forty Thieves,' a famous pack of timber wolves, and tells how the paws of the timber wolf make him one of the swiftest animals."

The text of the advertisement follows. It is arranged in three columns of type. It begins with Trapper Evans' own dictated

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Los Angeles

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Approximately 500 Miles

First Long Distance, All-Year AIR PLANE NEWSPAPER DELIVERY

EVER ATTEMPTED BY
ANY NEWSPAPER

AGAIN the Los Angeles Times *blazes the trail!*

The complete 2 a.m. edition of The Times is now nightly dispatched to San Francisco by fast airplanes, selling on the streets at 6 a.m., side by side with the morning newspapers of San Francisco.

Two mountain ranges crossed. Distance covered approximately the same as Boston to Washington, D. C.

Southern Californians visiting in San Francisco read at breakfast the same edition of the Los Angeles Times that comes to their tables in Southern California. For the first time in the world's history two great cities, separated by nearly 500 miles, are brought as close together from a newspaper standpoint as New York and Brooklyn.

Los Angeles Times

Eastern Representative:

Williams, Lawrence & Crammer Co.
360 N. Michigan Blvd. 285 Madison Ave.
Chicago New York

Pacific Coast Representative:

R. J. Bidwell Company
742 Market St. White Henry Stuart Bldg.
San Francisco Seattle

story, which he tells as follows:

One morning I went out deer hunting. After I had been tracking the deer about a mile I noticed a bunch of other tracks leading into the ones I was following. Coming suddenly over a hill I saw a wolf crouched in the snow. I shot and killed him. Instantly there was a furious noise, a yelling and crackling of bush—and the wolf pack broke.

One turned as he went over the hill and I got him too. Then, as I started to skin the two I had killed, the wolf pack returned, keeping up a howling that made the woods echo. The cold chills ran up my back. I beat a hasty retreat to a clearing, dragging my kill after me. Here I was safe from any of the pack springing upon me from the thick underbrush.

When I got back to camp and reported my kill, I was told by a nearby rancher that I had rid the country of two of the famous pack of timber wolves called the "Forty Thieves" which had been robbing ranches in the district.

Nature has given the timber wolf tough springy feet as well as strong muscular limbs. He is one of the swiftest animals in America. He has four toe pads and one heel pad of a rubbery-like substance. These were put there to protect the wolf's feet from the cactus-ridden prairies.

The foregoing is signed, "Trapper Evans," in facsimile. The portion of the advertisement taken up by his story occupies about a column and a half, or about half of the entire copy space. A box in the lower part of the first column contains this heading, "Trapper Evans will send you the actual footprint of the timber wolf." A miniature picture of two wolf tracks is cleverly printed in this box to the left of the heading. There are perhaps a hundred words of copy in the box describing the conditions under which Trapper Evans will send the reader, for 50 cents, a timber wolf's track, and a complete list of other animal tracks which he has for sale.

The selling talk on Keds follows Trapper Evans' story and is tied closely to it. It begins, "Keds give to the human foot much of the protection and springiness of the timber wolf's paws. Watch the joy with which children change from their hot, heavy, stiff shoes, to cool, light, springy Keds." Etc., etc.

Other stories by Trapper Evans and illustrations by Artist Bull, used in subsequent advertisements on Keds, are run under the fol-

lowing titles: "The Coyote travels at 700 yards a minute"; "He (mountain sheep) can cling to places where the slightest slip would mean instant death"; "He (bear) weighs 1,000 pounds . . . yet he is as sure-footed as your dog"; "How the Wildcat keeps fit"; "The fastest thing on four legs in America (antelope)"; "Why the Otter never slips."

The entire series is linked together with a running head cut into each of the animal drawings, "Nature's Feet No. 1*." The asterisk refers to a footnote beneath the signature, reading, "This account of the timber wolf by Trapper Evans is the first of a series of his experiences with wild animals of America printed for the first time by the makers of Keds."

The campaign runs during the months of May, June, August, October and November, in general and class consumer periodicals, both weeklies and monthlies. Most of the advertisements are page size; others are half pages.

Special letters to the company's district sales branches, mailing pieces to jobbers, to shoe retailers, and several copies of the company's dealer magazine, "Keds Dealer," to a list of selected retailers, are ways in which the campaign is being merchandised to the selling organization. An interesting feature is an idea being suggested to retailers for an effective window display. First, retailers are being told, go to the nearest taxidermist and get a stuffed animal. Place it in the center background of the window and scatter the footprints about the window. Designate the footprints by using cards with the names on them. Copies of magazines with the page opened to the Keds advertisements, together with samples of Keds, will make a complete tie-up with the dealer's window and the manufacturer's national advertising. Second, in case a stuffed animal is not obtainable, the company will send the dealer an enlargement of the "Coyote" advertisement, which will act as a centerpiece for the window display.

PHOENIX, Ariz., May 31st, 1928. Ground will be broken in a few days for the Arizona Biltmore Hotel project which will cost about \$2,000,000 when complete. The hotel will occupy a prominent site on the desert at the North edge of the rich irrigated section surrounding Phoenix and will be surrounded by bungalow courts. The land adjacent to the hotel site has practically all been sold in recent months and much building activity already is evident in that section. The Arizona Biltmore project will be a part of the Biltmore hotel system and the local plant will be operated by the Biltmore staff of hotel executives and attaches.

Divorces and Murders Are Handled Only as NEWS, Not As Features in the Arizona Republican

~~LOVE MURDER
BANDIT BEAUTIFUL
HERO WITCH
LOVE TEST
CRIMINAL
SEX WORSHIP
BLASPHEMY
WIFE TORTURE
LOVES ANOTHER~~

That a newspaper may have circulation success though it does not play up scandals, divorces, murders, and salacious things, is proven by the Republican's dominant standing in Arizona

Twice as many Arizonans as read any other newspaper, prefer the clean, decent, fast, complete Arizona Republican in their homes

Your advertising is in good news company in the Arizona Republican



THE PRESIDENT COUNTS COUPONS

HOW MANY coupons came in from our April page?" Coupon returns are only part proof of a magazine's advertising worth—editorial quality, circulation growth and "advertising visibility" are even more important.

But some advertisers use coupon returns as tentative marks by which to judge the drift of advertising value.

Apropos of this, the president of a company which depends entirely on advertising to make sales, writes about Collier's—

"As you know our company has been built solely upon the pulling power of its advertisements in standard magazines and newspapers throughout the country. Therefore we have to keep an accurate check on coupon results.

"A careful survey of these results which we have just completed shows that our

second advertisement in Collier's Weekly produced more sales and *more profit* than any other advertisement we have ever run in any other publication—and this covers a very wide field.

"This confirms my belief that Collier's is the fastest growing magazine in the country today."

▼ ▼ ▼

Other advertisers use different arguments in pointing to Collier's as the most *active magazine* and the *fastest producer*. They speak of its lively editorial character. Or talk about editorial response—and cite, for example, more than 1,169,000 Nameographs sent in by Collier's readers in six months—the greatest response in publishing history. Or they dwell on its circulation growth—over 600,000 new readers in less than three years.

But whichever way you test Collier's unique quality of ACTION, try this as final—read it for a month and let your own interest be the judge.

THE CROWELL PUBLISHING COMPANY, NEW YORK

"Collier's ~ for ACTION!"
Now more than 1,600,000

Wholesalers Should Be Merchandising Advisers

This Southern Wholesaler Uses His Store as a Retail Laboratory and Helps His Retailers in Many Ways

By C. J. Williamson

Vice-President, A. M. Robinson Company (Atlanta Wholesaler)

HAVE you ever seen a wholesale dry goods house that was as cheerful looking as a modern department store? Can you picture a wholesale dry goods house in which the walls are festooned with flowers and in which canary birds are singing?

If you can, then you have an idea of the attractive kind of place in which we do business. You walk right into it from the street—no steps to climb—no batteries of desks to march past. The goods are all on display where you can touch and handle them just as you can in a department store.

We have heard and read much for years on why the retailer should make his store attractive to the public. They certainly have done that. If that philosophy is right for the retailer then it is right for the wholesaler. The retailer is just as human as his customers. Stick him with a pin and he will jump just as fast as any of them will. His reaction to influences, in other words, is not a whit different from those of the people who buy from him. It follows, therefore, that he would like to do his buying in pleasant surroundings just as much as his customers would.

There is an even sounder reason than this, however, on why it is very much in order for the modern wholesaler to make his place of business attractive to the eyes of retailers. That reason is this: He can pass on ideas which the retailer can use in his own store. In other words, the wholesaler can make his store a laboratory for new ideas on store and window display for his retailers. The wholesaler can do this without any real expense to himself. Practically all it costs is a little extra

thinking effort on the part of those who run a wholesale establishment.

The main job of the wholesaler of today, if he wants to stay in business and make money for himself, is to help retailers sell the goods they buy.

I have talked about the appearance of our store as a means of giving retailers new selling ideas. That is only a small part of the story of the work that the new wholesaler must do in helping retailers sell goods.

GETTING NEW IDEAS TO THE RETAILER

You can't wait for retailers to come in and get new ideas. You have to bring them in and you have to go to them in person in order to give them helpful selling ideas. Anybody can sit back and argue that the retailers should use their own initiative if they want such help. That argument may have been all right ten or twenty years ago, but it doesn't hold today. The fact is that in order to keep them in the parade and in order to stay in it yourself, as I said before, you have to get the ideas to them. You can't take the attitude that you haven't anything more to do with a bill of goods once such goods are off your shelves.

There have been weeks when I have traveled a thousand miles or more just to look over the stores of retailers who buy from us. I haven't tried to sell them more goods. I have tried, however, to show them how to sell more. If I come into a store that is filled with showcases that I know are thirty or forty years old, I say to the owner: "You couldn't give those showcases away. Nobody would take them. They are a big

liability. They are a liability because they lose sales. Just try to give them away and see if anybody takes them." Such straight from the shoulder talk stirs up a real interest in proper display and before long I find the merchant to whom I have been talking taking a new lease on life through increased sales volume that has been brought about by proper display.

I don't travel around the country merely for the purpose of finding things to criticize in the retail store. My primary purpose is to sell a constructive and fundamental selling idea for merchandising.

For years and years dress goods have been sold as so much material at such-and-such a price. That kind of selling was right and proper in its day, but it isn't today. The public today isn't interested in it as a piece of material at a certain price. It is interested in it according to its final use. That use is as a dress. Women and girls want to know what kind of dress it will make and how much the dress will cost. That is the kind of constructive and fundamental thought that I try to get over to the retailers.

A STYLE SHOW

This idea has been made simple by putting it into a concrete plan of action. That plan is what we call a practical style show. This idea was originated by us and was worked out by us with the help of a piece goods manufacturer—M. C. D. Borden & Sons, of New York. It has since spread to other parts of the country. I am not claiming that we originated the style show idea. I am claiming, however, that we originated the first style show that teaches women how to make their own dresses at home, or rather how well they can dress for a little money if they do their own sewing.

Under this style show plan, we had dresses made out of fabrics of all kinds and got retailers in different sections to secure in their immediate vicinity about twenty girls and advertise a style show. We furnished the dresses, and the

girls secured by the retailer promenaded in the presence of a large assembly of the retailer's customers, and I, personally, would speak of the material, the price of the material, amount of yardage in the dress, how much the entire dress would cost (provided the lady did her own sewing)—thus demonstrating to the buying public how well they could dress for a little money if they made their own clothes.

Later, we put on a home sewing contest—in conjunction with M. C. D. Borden & Sons—having the retailer offer to his customers a small cash prize, selling his merchandise to his customers, and then having a style show in his own store—selecting the prize winning dresses there. These prize winning dresses were then sent to our store, with the girls as models who made their dresses, where we had a style show to select the winners for the grand prize.

The retailer, in all instances, decorated his store with flowers and displayed his merchandise; and, in many instances, I personally conducted the style show for the retailer in these contests. The judges, however, were selected almost always from the economics department of the schools. The winner of a local style show not only received the cash prize, but a return trip to her community. The style shows held in each community are widely advertised by retailers through circulars and newspapers. Because the idea behind these shows appeals to women and girls in the community, and because the shows are advertised, they prove to be a great trade stimulant. One retailer told me he sold one customer fifteen dresses to go into one of these prize contests. Another good example as to how to stimulate trade may be cited in the case of a girl, who was on a visit in one of the towns, and who attended the style show. She returned to her home, about 125 miles, got her father and mother in a car, and went back to this store and bought \$135 worth of drygoods. She bought this merchandise solely on account of



Photo by Paul Hanes

That NOSE for NEWS

Sir Arthur Conan Doyle once wrote a story about a typist whose profession could be detected from her blunt thumbs. Cavalrymen have been betrayed by their legs; baseball players by their split fingers.

A good copywriter, like a good reporter, might be recognized by his nose for news.

Take R. R. B., for instance, and a single account on which he works. The subject is bananas and their nutritive value.

His nose for news unearthed and turned to copy uses:

... a young American mother who had

raised her baby on bananas in the jungles of Africa, where baby specialists are scarcer than pink teas.

... a famous explorer who had battled through Central American wildernesses depending upon bananas for energy.

... institutions for anemic children where boys and girls were being coaxed to normal weight on a diet of bananas.

... food experts and dietitians and scientists whose studies furnished data on which to write copy that proves that bananas are not "gold in the morning, silver at noon, lead at night"; but, rather, that the ripe banana is 24-carat golden health twenty-four hours a day.

This is the kind of copy news that cannot be dug out of trips through the factory, or captured by chewing pencils at your desk.

Is there news about YOUR product that has not been unearthed and presented to the reading public?



GEORGE
BATTEN
COMPANY

INC.

Advertising



NEW YORK
CHICAGO
BOSTON



"Speaking of dramatized photography, sir, I saw the other day a series of four-page letters that combined both dramatized photography and humor.

"Here are two of the pieces—Tokheim gasoline pumps. There's the good-natured skit at the bottom of page one and there's the point-making photograph at the top of page two. Simple, but they help to get over Tokheim's message.

"I bring these up now, sir, just to remind you again of Evans-Winter-Hebb, the organization you have been considering for our direct advertising."



EVANS-WINTER-HEBB Inc. Detroit

820 Hancock Avenue West

New York Office: 1950 Graybar Building

The business of the Evans-Winter-Hebb organization is the execution of direct advertising as a definite medium, for the preparation and production of which it has within itself both capable personnel and complete facilities: Marketing Analysis • Plan • Copy • Design • Art • Engraving • Letterpress and Offset Printing • Binding • Mailing

a little dress that was shown, the material in which cost only 57 cents.

The competitive home sewing contest that we conduct has several decided advantages. It lends prestige to each local show, and also serves as a reason to bring many retailers together in Atlanta at our headquarters. When they come together for that show, we get a real opportunity to pass on to them, through speakers who know their subjects, new ideas on merchandising, store decorations and merchandise display.

In addition to all the work that we do in the way of using our store as a retailer's laboratory, in the way of personal individual contact with the retailers, and in the way of meetings at our headquarters with retailers, we also make use of advertising space to sell the idea of better merchandising to them. In such space we naturally do not overlook the chance to talk about our products, but at the same time we do not hesitate to use part of it to pass on helpful ideas on modern merchandising.

The wholesaler of today, as I see him, after being in the business for almost a half century, must make up his mind to the fact that he will do the sort of work which I have outlined for his retailers. I don't mean that he must do exactly the same kind of work. I mean that he must think of himself as a merchandising adviser for his customers. He must be willing to do everything he possibly can in order to help his retailers sell more goods. Before he embarks on such a plan, however, he must first make up his mind on two other fundamental policies. He must decide and must stick to his decision that (1) he will carry complete stocks at all times, and that at all times he will have those stocks ready for immediate inspection and delivery and (2) that he will serve a restricted territory and serve it intensively.

Howard R. Smith, who formerly conducted his own advertising business at Seattle, has joined the staff of the J. F. Held Advertising Agency, of that city.

Does This Reader Hold the Record?

MASSENGALE ADVERTISING AGENCY, INC.
ATLANTA, MAY 21, 1928.

Editor of PRINTERS' INK:

I cannot lay claim to being your oldest subscriber, because I am only thirty-eight years old. But I venture that I began reading it *earlier* in life than anyone else. I started reading it when I was twelve or thirteen years old, and haven't missed many copies since.

I used to go to Miller's Book Store, here, when I was twelve or thirteen and shoot a much coveted dime for P. L., when I could have seen "Ten Nights in a Barroom," or Harry Clay Blaney's "Across the Pacific" (which had more shooting in it than any play any kid ever saw) with that same dime!

One night, I remember, I was in a hurry and the clerk handed me what he thought was P. L. I didn't look at it till I got home, and then to my disgust discovered that I had a copy of *The Mail Order Journal*, a magazine of about the same size. If you ever saw a kid paw the earth, I did it that night!

I hope you will be going just as strong when I have great-grandchildren twelve years old—and I haven't married yet!

W. G. HASTINGS.

Tool Account to Reed G. Landis Agency

The advertising account of the Armstrong Bros. Tool Company, Chicago, has been placed with the Reed G. Landis Company, advertising agency of that city. Business papers and direct mail will be used to advertise Armstrong tool holders, lathe tools and pipe tools.

J. B. Kerrott Returns to Reincke-Ellis

J. B. Kerrott, at one time with the Charles F. W. Nichols Company, Chicago, has returned to the staff of the Reincke-Ellis Company, advertising agency, with which he had been previously associated. He will be located at the Chicago office and will devote his time to plans and copy.

Charlotte Reichard Joins Hartford, Agency

Miss Charlotte Reichard has joined the copy staff of the Walter A. Allen Agency, Inc., advertising agency of Hartford, Conn. She was formerly with the Manufacturers' Association of Connecticut.

Appoints M. P. Gould Company

The Colonial Bond and Mortgage Company, New Haven, Conn., has appointed the M. P. Gould Company, Inc., advertising agency of New York, to direct its advertising account.

When Foreign Languages Are Used on Instruction Sheets

THE J. R. WATKINS COMPANY
WINONA, MINN.

Editor of PRINTERS' INK:

We are figuring on putting out some of our products with foreign language directions in addition to the English directions—will probably want about six foreign languages.

Do you have any data to show what foreign languages are most used in similar cases and whether or not that line-up is affected by the fact that the direction is for an article intended for rural consumption or city consumption or for both?

Any information you can give us on the subject will be appreciated.

THE J. R. WATKINS COMPANY,
W.M. B. WATKINS,
Director of Sales

THE four most common foreign languages used on instruction sheets are French, Italian, German and Spanish. Directions in these languages can be read by a large proportion of our foreign population. When it comes to the use of more than four languages, however, the advertiser is faced by the necessity of making a further analysis of his sales.

For instance, a product sold in cities with a large Jewish population should be accompanied by directions in Yiddish. Incidentally, a number of persons may not know that Yiddish and Hebrew are two quite different languages. The former is a kind of *lingua franca* among the Jewish people, while the latter is the classic language of the Jewish people and in this country is actually spoken at the present time by comparatively few Jews. A product sold in other sections of the country would need directions in Swedish and Norwegian. Other sections of the country may show a high percentage of Polish people while others may have large populations of Magyars.

This condition makes it almost necessary for an advertiser who is going to use but six languages to analyze his market carefully. On the other hand, any advertiser can be on the safe side by using eight or nine languages and thereby assure himself that he is pretty well

blanketing his possible foreign language prospects.

For the convenience of our readers we append a table taken from the "Chicago Daily News Almanac" and based on the Census of 1920. The term "mother tongue" refers to the language of customary speech in the homes of the immigrants before coming to this country. Foreign-born persons are classified according to their mother tongue while natives of foreign or mixed parentage are classified according to the mother tongue of foreign countries.

Mother Tongue	Foreign Born	Native, Foreign or Mixed
German	2,267,126	5,896,983
Swedish	643,203	841,859
Norwegian	362,199	658,589
Italian	1,624,998	1,740,866
French	466,956	823,154
Spanish	566,111	294,737
Greek	174,660	47,110
Polish	1,077,392	1,359,503
Czech	234,564	388,232
Slovak	274,948	344,918
Russian	393,049	339,900
Yiddish and Hebrew	1,091,820	951,793
Magyar	268,112	205,426

It is well to remember that such languages as Spanish and French are frequently understood by people whose native languages may be those of other countries.—[Ed. PRINTERS' INK.]

Trade Commission Reports on Farm Co-operatives

The farmer members of 10,160 co-operative associations did an estimated total business of \$2,400,000,000 in a recent year. This is one of a multitude of facts regarding co-operative marketing by farmers presented in a two-volume report recently sent to the United States Senate by the Federal Trade Commission. The report was prepared as a result of a resolution by Senator Shipstead calling for an investigation of farm marketing groups. It will most likely be available for distribution before long through the Government Printing Office at Washington.

Appointed Selling Agents for Alexander Smith Carpets

W. & J. Sloane, New York, house furnishings, will act as sole selling agents for the products of the Alexander Smith & Sons Carpet Company, New York, effective November 1. The selling agreement between the Mohawk Carpet Mills, Inc., Amsterdam, N. Y., and the Sloane company will be terminated October 31.

NATION'S BUSINESS

Mr. Ira A. Campbell,
27 William St.
New York, N.Y.

“I read NATION'S BUSINESS. It keeps me in touch with America's commercial progress and it advocates so courageously sound business principles.”

—Ira A. Campbell, Kirlin, Woolsey, Campbell, Hickox & Keating, New York City.

JUNE, 1928

Forward! But Hold the Course
AN EDITORIAL

The Race for the Guest

By E. M. Statler



MORE THAN A QUARTER MILLION CIRCULATION

There are v

WITHIN the strictly municipal limits of the city of Boston there are but 779,620 inhabitants. The other Boston, unhampered by civic boundaries, reaches out and embraces all that rich, thickly settled territory surrounding the old Boston but which is yet within fifteen miles from the center of the city. In the forty cities and towns comprising the Business Boston trading area are over 400,000 families—1,808,845 people. This concentration of population is greater, per square mile, than for any other American city—New York alone excepted—and makes Boston the country's fourth largest market.

This is the Boston that interests the advertiser, but it is unique in this respect—the population is sharply divided into two separate and distinct groups. These are not primarily divisions of mass or class, of rich or poor, of native or foreign born, but are purely the result of century-old traditions, of heredity, of differences in customs, in habits of thought and in environment.

From the advertisers' standpoint these two groups must be considered as totally different markets and treated as such—for they are, in fact, two markets.

Even a cursory examination of Boston's four major newspapers will demonstrate the effect which

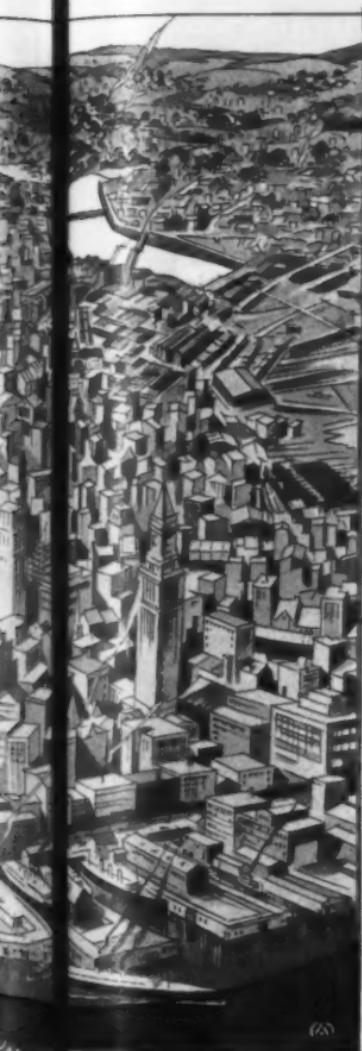


BOSTON

HER

Advertising Representative:
GEORGE A. McDEVITT CO.
250 Park Avenue, New York, N.Y.
914 Peoples Gas Building, Chicago, Ill.

Two Bostons



this population division has had on the papers themselves. The Boston Herald-Traveler, differing from its three contemporaries in appearance, in make-up, in its methods of news emphasis and in editorial appeal, has been built to reach one, definite group. The other three newspapers, which are similar in these respects, have been built to reach the other.

The readers of the Herald-Traveler comprise the more desirable market. It is the group of greater wealth, responsiveness and buying power. To reach this important market the advertising columns of the Herald-Traveler must be used. No other Boston newspaper appeals to this group of buyers—nor does the Herald-Traveler appeal to the other group.

The advertising situation in Boston sums up something like this. Business Boston is the country's fourth largest market. The people of Boston are divided into two buying groups reached by four daily newspapers. The Herald-Traveler is the only newspaper with influence over the more important group. Most of the other group can be reached by one of the other three. Reach *both* groups by using the Herald-Traveler and one other newspaper and the sales problem in Boston is ended.

HERALD-TRAVELER

For six years the Herald-Traveler has been first in National Advertising, including all financial, automobile and publication advertising among Boston newspapers.

Portion of
***LOUISVILLE'S LARGEST CROWD**



(Copyright 1928, C. J. and Louisville Times).

*The news of "Shipwreck" Kelly's
100 hour stand on a 110 foot
flagpole appeared only in—

The Courier-Journal
THE LOUISVILLE TIMES

(Member of The 100,000 Group of American Cities)

REPRESENTED NATIONALLY BY THE S. C. BECKWITH SPECIAL AGENCY

Cave-Man Tactics Among the Layout Men

Some Advertising Is Too Loud to Be Heard

By McDonough Russell

London, England

FASHIONS for type fonts of one kind or another occasionally sweep across Britain just as Bodoni Bold has swept and garnished such American magazines as have found their way over here lately. Old stagers in British advertising tell weird tales of an ancient type known as De Vinne that, designed solely as a display-face, became for a time almost the only font that printers who professed to be up-to-date would employ. Whole books were printed in De Vinne and this display face was cast in 8 and even 6-point!

Led by an advertising agent with an admiration, almost amounting to worship, for German methods, the whole advertising pack in Britain has been in full cry after a brutal but compelling type called Neuland during the last twelve months, while fairly recently an even blacker but more respectable face known as Cooper Black has been dug from type-founders' store rooms and placed before a public destined soon to a bad attack of myopia.

One titled advertising agent, wise in his generation, almost invariably set his advertisements in Cheltenham Bold for a dozen years or more, keeping his copy short whenever possible in order to use 48 or 60-point throughout, but even he fell for Cooper Black—a face that loses much of its force in smaller sizes.

Having made newspaper pages look as if they had been used to clean chimneys by using this as a body type, he found himself at a loss for display lines, so a weird variant called Cooper Hilite was purchased by printers for the benefit of him and his kindred.

So the tale goes on, with one school of advertising men crying "give us heavier types," while the other calls loudly for grotesques,

and so hand-lettering came into its own again.

Chrysler cars began to be advertised with head-lines that galloped all over the page in curves that made squeamish readers sea-sick, and hand-lettering that made aesthetes have their valets censor all magazines before they could read them. These strange letters were observed to have an intelligent uniformity about them and a printer who knew his job has now cut punches and made a type family known as "Chrysler" which is to be exclusive to the Chrysler car. The advertising agent reports a saving of thousands of pounds a year. The printer knows one account that he cannot lose in a hurry. A Chrysler advertisement can be spotted from the other side of Piccadilly—when there is no fog.

In olden times it was good advertising to take a column in a newspaper and fill it by saying "Cadbury's Cocoa is the Best" or some such phrase. The public remembered the name Cadbury when it wanted cocoa, and all was well.

SELLING WITH LAUGHS

Three years ago a clever young man called Menzies wrote a booklet for a provision merchant. It was full of jokes and nobody yet has read it or its successors without getting a tummy-ache from laughter. Fortnum and Mason's shop was packed to the cellars with anxious purchasers and after a decent pause doubled the size of its premises.

Intelligent observers began to hope that a certain humanity was invading the world of advertising and the hope was confirmed by the astonishing success of a restaurant that had been using six-inch single columns filled with enchantingly vivid copy set in 6-point italics,

unleaded. The fickle public, it appeared, could be won more easily by the whisper of soft wooing than the cave-man methods of Germany but, alas, whisperings do not take up so much space as the shouting of Stentor and for obvious reasons were despised by all but the small agencies, which value a fair name more than a large income, believing, not unnaturally, that the large income will follow.

Meanwhile there are signs that the public does not respond to advertising as once it did. The deafening cries of "Buy British Goods" (or even, in defiance of grammatical convention, "Buy British"), "Eat More Fruit," or "Drink More Milk" exasperate to the point of revolt. The Empire Marketing Board prints the slogan a little smaller month by month, and makes the copy a little better. "Eat More Fruit" is no longer heard in the land. We are told that a bottle of milk is a bottle of health—which is surely a better reason for drinking it than a rough command or a vague reference to "bottled sunshine."

Perhaps we shall yet find one advertiser or agency after another discovering that coyness in the public should be treated. Advertisements will whisper instead of shouting. A time will come when only a whisper can be heard amidst the tumult and clamor. Then the copy writer will come into his own.

Additions to Staff of Quinlan Agency

Charles R. Crowell, formerly with Crowell & Crane, and previously with Henri, Hurst & McDonald and Lord & Thomas and Logan, Inc., has joined The Quinlan Company, Chicago advertising agency, as an account executive.

John W. Reed, at one time vice-president of the former Charles H. Fuller Company, and more recently with Prather-Allen, Inc., Cincinnati, also has joined the copy staff of The Quinlan Company.

Appoints Koch's List of Railroad Magazines

The Switchmen's Journal, Buffalo, N. Y., official magazine of the Switchmen's Union of North America, will hereafter be represented by Koch's List of Railroad Magazines, Chicago.

Why Advance-Rumely Farm-Paper Copy Goes into Detail

ADVANCE-RUMELY THRESHER COMPANY, INC.
LA PORTE, IND.

Editor of PRINTERS' INK:

We agree with Mr. Nichols ("The Lust for Inquiries," *PRINTERS' INK*, May 10) that our farm-paper advertising contains a large amount of copy but *there is a reason*.

In order to draw a farmer's attention to an advertisement on power-farming machinery such as tractors, threshers and combine-harvesters, the copy must go into considerable detail relative to several mechanical features that are of vital interest to the farmer. In displacing horses with a tractor a farmer insists on knowing several things which are impossible to enumerate in a mere letter but which are nevertheless vital and necessary in our farm-paper advertising.

The consumer no longer cares to know about the *modus operandi* of baking powder, breakfast food or even automobiles, but with power-farming machinery it is different. Many times our space is not large enough to sandwich in the things we ought to say. During January of this year we received 3,262 inquiries from our keyed advertising and over 6,000 during the months of February, March and April, and let us say right here that these inquiries bring real results and our product runs into three figures.

This letter is not critical in any sense of the word, merely a statement of facts from our side of the fence.

We all enjoyed reading Mr. Nichols' article very much as it is frank and to the point.

ADVANCE-RUMELY THRESHER CO., INC.
W. G. WELDON,
Advertising Manager.

Coca-Cola Net Income for First Quarter Gains

The Coca-Cola Company, Atlanta, reports a net income, before Federal taxes, of \$2,228,003, for the first quarter of 1928, compared with \$2,045,517, for the corresponding period last year.

S. L. Matloff Joins Goode Studio, Inc.

S. L. Matloff, formerly with the Standard Slide Corporation, New York, has joined the Goode Studio, Inc., New York, lantern slides, photography, etc., as vice-president. He will be engaged in sales work.

Appoints Doremus Agency

The Arthur W. Wood Company, Boston, investment bank, has appointed the Boston office of Doremus & Company, advertising agency, to direct its advertising account.



© U. & U.

1,127,476

—*Largest Circulation in the History
of the Sunday New York American*

THE Sunday New York American now has a greater net paid circulation than ever before. Of its 1,127,476 total circulation, 781,407 copies are sold in the Metropolitan New York 50-mile area—the largest standard Metropolitan circulation in America—morning, evening or Sunday.

Readers of the Sunday New York American pay 10 cents for their favorite newspaper—or 47% of all the money paid for Standard New York Sunday newspapers. They expend annually for the Sunday American \$5,862,896—or \$2,879,500 MORE than is paid for the Sunday Times—\$3,852,680 MORE than is paid for the Sunday World—\$4,241,744 MORE than is paid for the Sunday Herald Tribune.

Sunday New York American

"The Backbone of New York Advertising"

NEW YORK
1834 Broadway

CHICAGO
35 E. Wacker Drive

DETROIT
General Motors Bldg.

SAN FRANCISCO
625 Hearst Bldg.

110 Million Dollar Retail Market

THE 1927 STATUS OF TULSA RETAIL MERCHANDISING

**How did your products share
in this retail sales volume?**

The rich Magic Empire, or complete Tulsa market unit, is a fertile field for National Advertisers with its concentration of population and an annual created wealth of nearly one billion dollars.

Constituting 26 of the richest counties in the state of Oklahoma, The Magic Empire represents 40% of the state's entire population, 60% of the individual income tax reports, and in it is concentrated 87% of the Tulsa World's total circulation.

The Magic Empire market unit can be reached and influenced through the Tulsa World . . . the only newspaper that affords complete coverage. Here is an opportunity to cover the richest market in the entire southwest . . . with one order . . . one set of mats . . . and one newspaper . . . AT A NOMINAL COST.

TULSA WORLD

Oklahoma's Greatest Newspaper

The Newspaper That Made The Magic Empire Oklahoma's Greatest
Market Unit

Choosing an Agency Name

WELLS ADVERTISING AGENCY
Incorporated
BOSTON, MASS.

Editor of PRINTERS' INK:

In giving some thought to the names borne by various advertising agencies an interesting thing has come to light; namely, the great majority of agencies have merely the names of the owners without either the word "advertising" or "agency" in them.

In a count of the American Association of Advertising Agencies' members according to their March "Roster" we believe the figures work out as follows: Forty-three names with "advertising" or "agency" in them; 104 names with the names of individuals. In another count of a list of agencies we have in the office we found 336 names with the two words mentioned and 490 names without.

What we should like to know is whether you can assign any reason for this sort of thing. It seems to us that to have the words "Advertising Agency" as a part of the name gives an immediate description of the type of business in which one is engaged, but there may be disadvantages in some ways, due to the fact that manufacturers might steer clear of that kind of a company, whereas as a general firm name without those objectionable words would be considered more favorable. We notice that most of the very large agencies do not use "Advertising Agency" as a part of their name.

Sometime when you find it convenient to write us we should certainly be interested in having any comments you may care to make on this subject.

WELLS ADVERTISING AGENCY
Incorporated
WILFRED B. WELLS,
President.

SHOULD an agency's name indicate the nature of its business, either by use of the word "agency" or "advertising," or both? Here is a question that looks trivial. But is it? The right name is a matter of considerable importance in business. Men who run for high office realize that fact. Woodrow Wilson, for example, didn't like the way his parents baptized him so he changed their arrangement. An initial that once parted the first Christian and the family name of Herbert Hoover, is no longer seen in Government documents.

A name that is to be placed constantly before the public or any large part of the public is a subject worth much consideration.

The statistical work that Mr.

Wells has done on the names of advertising agencies proves conclusively that the name which does not carry "advertising," "agency" or both, is distinctly in high favor.

His figures speak for today. In George P. Rowell's book, "Forty Years An Advertising Agent," there is a list of fifty-one advertising agencies which were known to Mr. Rowell in 1904. Of those fifty-one names only six made use of the word "advertising" or "agency." That list speaks for conditions of twenty-four years ago. The advertising agency of that time, as an institution, was certainly not so well known to business, in general, as it is today. Surely at that time there was more need for it to explain itself. Yet it did not find it necessary to explain itself in its corporate title.

If we should ask every agent in the country who does not use "advertising" or "agency" in his name, we doubt if any could give an answer that would explain the choice at the time it was made. In all probability, in most cases, no conscious thought was given to the matter.

BREVITY OF THE NAME

At this time, our own opinion is that there are possibly two factors which have influenced the majority of agencies to forego the words "advertising" and "agency" in their business name. The first is brevity. Brevity is a crowning jewel of any name that has all the other essential qualities that make it a good and desirable name. All of this an advertising agent knows and bears in mind in selecting a name for a new product that a client is putting on the market. The agent's knowledge of the value of brevity may be one of the reasons why so many agencies, unconsciously, have not made use of the word "advertising" or "agency."

Another possible reason may lie in the desire to have advertising considered a profession. Lawyers, accountants and engineers, generally speaking, do not indicate their profession in the firm name;

it may well be that advertising agents selecting the arrangement of their firm names have unconsciously imitated those professions. Mr. Wells, in his letter, indicates that perhaps the words "advertising" and "agency" are avoided because they might be objectionable to advertisers. This view we cannot accept since most of the agencies which do not carry these words in their firm name use them to describe themselves on their letterheads.—[Ed. PRINTERS' INK.]

W. B. Benton to Join Lord & Thomas and Logan

William B. Benton, for the last five years with George Batten Company, New York, will join the Chicago office of Lord & Thomas and Logan, Inc., in an executive capacity, effective sometime in July.

Previous to his connection with the Batten agency, he was with the New York office of Lord & Thomas, now Lord & Thomas and Logan, Inc.

Elect C. W. Hoyt Director

Charles W. Hoyt, president of the Charles W. Hoyt Company, Inc., New York advertising agency, has been elected a director of the Industrial Banking Corporation of America, New York. He has also been elected to the directorate of the newly incorporated A. C. Gilbert Company, New Haven, Conn., manufacturer of Erector and Polar Cub electrical specialties.

Starts House Organ Promotion Service

Magnus Bredenbek, formerly with the New York *Graphic* and for eight years with the New York *American*, has started a business at New York under the name of the House Organ Promotion Service.

H. M. Bourne with Henri, Hurst & McDonald

Humphrey M. Bourne, until recently advertising manager of the H. J. Heinz Company, Pittsburgh, is now with the staff of Henri, Hurst & McDonald, Chicago advertising agency.

F. L. Belt Joins George Batten

Fletcher L. Belt, until recently vice-president, at New York, of The Caples Company, Chicago, has joined the staff of the New York office of George Batten Company, Inc.

House Magazines Since "The Nineties"

MANZ CORPORATION

NEW YORK

Editor of PRINTERS' INK:

In your May 17 issue you list several house organs which have been published for a period of from twenty-five to thirty years and asked if there were others which should be included.

One I am familiar with is the "Burt's Box Bulletin," which I am given to understand has been published continuously since 1891 by the F. N. Burt Company, Ltd., Buffalo.

WILLIAM W. HALLE,
Eastern Representative.

ARTEMAS WARD, INC.

NEW YORK

Editor of PRINTERS' INK:

Referring to your article "Some of the Oldest House Magazines" which appeared in the May 17 issue of PRINTERS' INK, you may add to your records the fact that "Fame," the house magazine of this company, has been published continuously since its start, March, 1892.

ARTEMAS WARD, INC.,
W. H. LAUGHLIN,
Asst. Secretary.

E. D. Hallock with Alexander Milburn Company

E. D. Hallock has been made advertising manager of The Alexander Milburn Company, Baltimore, maker of welding and cutting apparatus. He was recently with The Green & Van Sant Company, Baltimore advertising agency, and, at one time, was with the Gray & Dudley Hardware Company, Nashville, Tenn.

Appoints Essig-Aero Advertising Service

The Essig-Aero Advertising Service, which was recently started at Los Angeles, has been appointed to direct the advertising accounts of the Douglas Company, Santa Monica, Calif., airplane manufacturer, the Ryan Aeronautical Corporation and the Ryan Flying School, San Diego, Calif., and the Floco Motors Corporation, Los Angeles.

Gotham to Direct Foreign Advertising of Fly-Tox

The Rex Research Corporation, Toledo, has retained the Gotham Advertising Company, New York, to direct the advertising of its insecticide, Fly-Tox, in foreign countries.

W. P. Jones Joins San Francisco Printing Business

William P. Jones, formerly with the Knight-Counihan Company, San Francisco, printers, has joined the Calmar Printing Company, of that city, as vice-president.

HIGH VISIBILITY

IT is trite to remark that the best copy cannot sell if it is not read. But it brings out forcibly how the selling power of an advertisement is multiplied by its visibility, by the attention it compels, by the company it keeps.

The Boston Evening Transcript, because of its typographic make-up, because it builds its page from each corner, gives to every ad a high visibility, a location that cannot escape the eye.

Your advertisement in the Transcript is not competing for attention with questionable credit houses, patent medicines—and basements. It is out of the crowd but in company with the best.

Boston Evening Transcript

Highest ratio of BUYERS to readers

National Advertising Representatives

CHARLES H. EDDY CO.

Boston New York Chicago

R. J. BIDWELL CO.

San Francisco Los Angeles

SILVERSTYRE PE SHINE-LESS SERGE

**Men who
shine prefer
suits which
don't**

**SILVERSTYRE
SHINE-LESS
SERGE**
MADE BY CHAS. M. STYRE
226-228 BROAD

MANASSA
PARIS

UN PEU DE VOUS
(A Bit of You)

Lamoglas 44

**WHAT FOREST HILLS IS TO TENNIS—
BILTMORE SHORES**
—WILL BE TO WATER SPORTS

INVITATION TO THE PUBLIC
NEXT SUNDAY, AUGUST 12th

For the opening of the new
BILTMORE SHORES YACHT CLUB
at Biltmore Shores, Biltmore
Resort, Biltmore, N. C.

Noted yachtsmen and
representatives of world's yachting will participate
in the opening of the new club on the 12th.

At 12 o'clock, Sunday, August 12th, the
yacht club will be opened with a
ceremony. Following the opening, the
yacht club will be open to the public
from 1 to 5 o'clock.

There will be a social gathering
at the Biltmore Shores Yacht Club
from 1 to 5 o'clock.

For further information, contact
Frank Sales & Development Corp.,
3rd SEVENTH AVENUE, N. Y.

FRANKL SALES & DEVELOPMENT CORP.
3rd SEVENTH AVENUE, N. Y. *WIDE LAWNSHAW 5555*



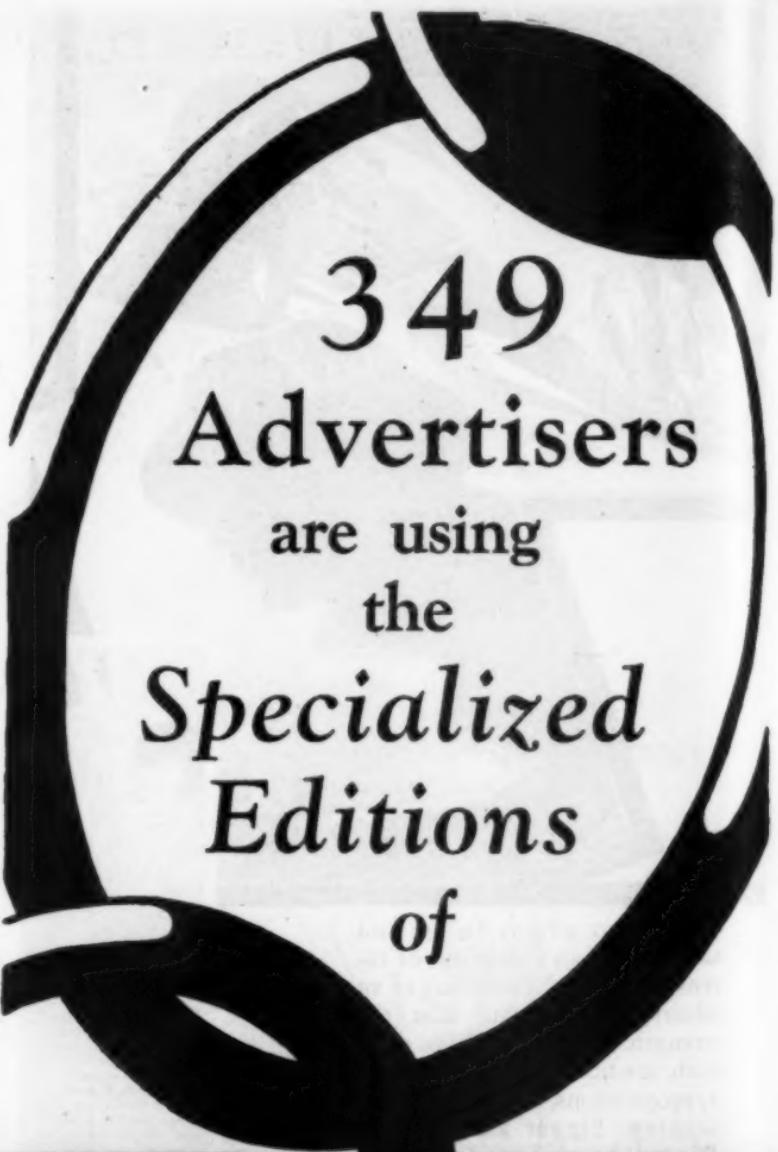
STRIKING effects in art and copy are an indication of intensiveness in the handling of an advertising account. On the strength of what we have done with medium-sized advertising appropriations, we are frankly seeking bigger assignments. We will be glad to discuss the complete scope of our service with any interested executive.



THE Creator of beauty. Permanent Waves, the hair of femininity in the permanent approval of the heart of masculinity. His hats are the "Gloris" — and his modelling is most interesting. Still, his prices are reasonable — and never more so than during the month of July — when a special price of \$10.00 a Dozen is offered. Come in and see him.

ALFRED J. SILBERSTEIN, INC.
Advertising
 310 FIFTH AVE. - NEW YORK





349
Advertisers
are using
the
Specialized
Editions
of

**CHAIN STORE
AGE**

93 Worth Street

New York City

Why Not More National Copy for Country Weeklies?

A Medium in Competition with No Other Medium and Which Is Not Telling Its Own Story

By James O'Shaughnessy

Executive Secretary, American Association of Advertising Agencies

WEEKLY newspapers published in the smaller cities are commonly called country weeklies. They are in fact newspapers in the highest and best sense of the word. While they are published in cities or towns, they spread the larger part of their circulations over the farm population within their respective trading areas.

In the last few years the name "country weeklies" has come to take on a higher significance than it had when that idiomatic term was put into general use. If the name ever carried a belittling significance, it doesn't do that any longer.

In the operating field of advertising today it implies circulations infused into the soundest part of the American market. It is that grand division of the market which has the most dependable consuming capacity and the most substantial buying power.

There are in round numbers 13,000 of such newspapers published in more than 10,000 cities and towns.

We are presented therefore with the tremendous fact that upward of 10,000 of these publications form the sole amalgam and the single source of civic spirit to the communities in which they are respectively published.

The publisher of the country weekly then asks us why it is that he does not receive more advertising from the advertising agencies.

The answer is made up of several parts. They may be briefly reviewed somewhat as follows:

The country weekly has not fully

Part of an address made on May 29 at the convention of the National Editorial Association at Memphis, Tenn.

adjusted itself to the flow of operations in the national advertising field.

It has not made itself sufficiently known to the advertising agency.

It does not in many instances join its State or national association so that it can be found on available lists to form a national mass for national advertising.

It does not in all cases file information as to its day of publication, its circulation or rates.

It does not in all cases answer letters as promptly as it should, even though they come from advertising agencies or advertisers direct.

It does not send checking copies with proper regularity.

It does not always render bills to advertising agencies promptly.

It does not in many cases arrange to use mats to avoid high plate costs.

It does not, with exceptions, offer any marketing information or marketing helps of any kind.

The publisher knows more about the marketing facts of his town and his trading area than anybody else in the country, and certainly more than anybody outside of his county. Yet he keeps that information away from the advertising agency.

Supposing a manufacturer of an automobile or a tooth-paste was reticent as to the name of his product or where it could be found or its price, and still wanted to sell over a wide market. What would the publisher of the country weekly think of him?

I ask you to think of that particular kind of a fictitious manufacturer long enough to get a notion of how so many country publishers still appear in the eyes of the advertising agency.

Your advice to such a manufac-

turer would be very naturally to become a little more volatile if he wished to enlarge his sales and improve his profits.

You are not selling mere circulation or so-called space. You are selling a market service. Your buyers are entitled to know about your paper and your market.

What I am saying does not apply to members of the National Editorial Association. Publishers who are not members of this association are those who perhaps complain most at the neglect of the country weekly by the advertising agency. Yet they are the ones who produce the ground for that very complaint.

If the publishers who are at this convention feel that they too are not getting their proper share of national advertising, they are right, because they are not getting it. The underlying reasons why they are not getting it is because of the large number of country weekly publishers who have not yet been inspired with the spirit of service to make them members of this association.

They are not doing their share to put the country weekly completely into the national advertising consciousness as a completely available medium.

They remain at home and seclude themselves from the knowledge of how they could improve their paper and their profits. They keep out of your association and contribute nothing to the building up of conditions which make possible the larger patronage they want.

Their refusal to join you and work with you prevents you from having a working membership large enough to compel the consideration of the merits of your publication on the part of the national advertiser and the advertising agency.

You can't force these backward publishers to come in, but you can eventually win them in by persistent effort. That task falls equally upon every active member today.

In the meantime I would like to urge upon you as individual publishers to see that you have supplied the advertising agencies the

information to which I have referred, and keep it up to date.

Another recommendation is that you put some form of approval on the circulation figures of all your members. If not an audit, then devise some form of endorsement so that the figures may look more dependable to the cold eye of the advertising agency rate man.

My other advice to you—and it is the greater part of all the advice I would give—is to drive persistently for more local advertising.

Many of you are carrying a splendid volume of local advertising now, but even that country weekly which is carrying the largest lineage of local advertising is still not carrying enough of it.

O'Malley Advertising & Selling Company Incorporates

The O'Malley Advertising & Selling Company, Boston advertising agency, has been expanded and incorporated as the O'Malley Advertising & Selling Company, Inc. The newly incorporated company has absorbed the personnel and taken over the accounts of John Urban Riley, Inc., Boston, advertising. Mr. Riley has become vice-president and production manager of the new organization. The Copley Radio Continuities, Boston, radio advertising, has also been absorbed and becomes the department of radio advertising.

Officers of the new corporation are: Charles J. O'Malley, president and treasurer; John Urban Riley, vice-president and Willard F. DeLue, clerk and director.

Death of William Allen Patterson

William Allen Patterson, president of The Patterson-Andress Company, Inc., New York advertising agency, died on May 27 at that city at the age of fifty-one.

Mr. Patterson entered the advertising business in 1900 as a special representative of religious papers with Walter C. Kimball. Later he joined the Buterick Publishing Company as assistant advertising manager and, about 1910, became manager of the New York office of the Curtis Publishing Company, which position he held until 1917. At that time he founded The Patterson-Andress Company, Inc., of which he was president until his death.

F. L. Morash with Fall River "Herald"

F. L. Morash, recently with the Fall River, Mass., *Globe*, has joined the advertising department of the Fall River *Herald*.



The
SPOTLIGHT
OF
TRAVEL

READING matter seeks its own level and The Digest presents its twenty-five year record of results to travel advertisers to prove the soundness of its editorial and circulation methods and the even quality of its readers. ¶ Direct replies are the life of travel advertising and when a general magazine of large circulation is year after year rated as the best of all travel mediums, it is indeed in the Spotlight. ¶ We guarantee an average circulation for the year 1928 of 1,400,000 copies per week (A.B.C. audit).

The Literary Digest



Advertise New England as a Unit, Council Urges

If the recommendation adopted by the third New England Recreational Conference is acted upon, plans will shortly get under way for a campaign that will advertise New England as a unit. The conference, which was held at Burlington, Vt., last week, was held under the auspices of the New England Council.

The conference passed a resolution urging the Council immediately to get plans under way for a survey to determine the best means of advertising the industrial, commercial and recreational advantages of the New England territory. Hiram W. Ricker, of the Poland Spring House, Poland, Me., who is chairman of the Council's committee on recreational resources, had Harris B. Coe, director of the Maine Publicity Bureau, outline the benefits which had come to the State of Maine as a result of its recent community advertising program.

Property values, alone, it was explained, had increased tremendously, with non-resident taxpayers today paying from 35 to 40 per cent of the taxes of the State. Mr. Ricker expressed the wish that there might be a uniformity of law for the regulation of camps, hotels and wayside stands in order that the public might have the greatest measure of protection. Questioned as to where increased tourist business comes from, Mr. Ricker replied that a substantial part of it comes from the Middle West, a district which he felt should be more intensely cultivated by New England. An interesting point brought out by Mr. Coe was to the effect that travel by railroads is more valuable to the State per capita than travel by automobile, despite general opinion to the contrary.

Mr. Ricker was called upon to answer many questions. In one answer he declared that there is not one industry with which he has been acquainted during fifty years of activity that had ever progressed except by spending money for advertising. The public, he said, is waking up to the fact that States as well as industries must keep their wares constantly before the people.

Ten years ago had he ventured to advocate city or State appropriations for advertising, people would have considered him insane, said Mr. Ricker. Through accomplishment and through a better understanding of advertising and the trade which it creates, community advertising has been lifted outside of the realm of politics. An appreciation of its practical advantages has sunk into the minds of the people who do not question the need of advertising, but, instead, want to know how much can be done.

From information which had come to him, Mr. Ricker explained, he is led to believe that were it not for the re-creation business that advertising had made possible, many small tradesmen would be forced to liquidate their businesses.

Program for Convention of Advertising Affiliation

Ways of meeting new problems of distribution will be discussed during the convention of the Affiliation of Advertising Clubs at its twenty-fifth annual convention at Rochester, N. Y. The affiliation, which includes advertising clubs from Buffalo, Cleveland, Erie and Rochester and Hamilton and London, Ont., will meet on June 8 and 9.

The complete program follows:

June 8, afternoon session: "What Is the New Competition?" Dr. Thomas Nixon Carver, professor of political economy, Harvard University; "The Iron Man Comes Back," John T. Flynn, writer, and "A Trip Through Filmland," O. N. Solbert, Eastman Kodak Company.

Evening session: "Propaganda and Impropaganda," Edward L. Bernays, New York, counselor of public relations; "The Ultra-Human Element," Miss Helen M. Rockey, director of publicity, New York Edison Company, and a merchandising playlet called "It."

June 9, morning session: "What the Salesman Thinks of Direct Mail," R. D. Marshall, registrar, Williams Institute of Heat Research; "What a Printer Sees in the Picture," W. H. Griffin, merchandising director, The Southam Press, Ltd., Toronto; and "The Importance of Generalship in Widening Distribution by Direct Mail," Verneur E. Pratt, editor, *Direct Mail Selling*.

Afternoon session: "This Modern Style—if Any," Walter D. Teague, New York, and "The Residue," Ralph M. Barstow, vice-president, Charles G. Lyman, Inc., Rochester.

Evening session: "Canada—Her Policy and Ideals," Norman Sommerville, K. C., vice-president, Sterling Trust Company, Toronto.

C. E. Scofield Joins Stillson Press

C. E. Scofield has joined the direct advertising department of The Stillson Press, Inc., New York. He was formerly with the American Radiator Company, and at one time was with the Devco & Reynolds Company, Inc., both at that city.

Acquire Zeuch Lithographing Company

The Milwaukee Printing Company and Milprint Products Corporation, Milwaukee, Wis., have acquired the Zeuch Lithographing Company, Chicago.

General Wall Tile Appoints Lesan Agency

The General Wall Tile Corporation, Chicago, has placed its advertising account with the Chicago office of the H. E. Lesan Advertising Agency, Inc.



**Why—And Why Not—Speculate in
Bank Stocks?**

—By Tom Wright

Where Employees Rate Themselves

—By P. S. Kingsbury

A Business Update Survey

—By Donald Sneed

Vertical Expansion in the Bond Business

—By Benjamin Colby

The Budget Basis for Small Loans

—By W. W. Sneed

**A GENERAL BANK MAGAZINE
FOR OFFICERS AND DIRECTORS**

61,730 is the largest circulation that can be obtained with any one financial publication. The Burroughs Clearing House is mailed to one or more executive readers in every bank in the United States and Canada. Although the monthly circulation is steadily increasing, the page rate continues to be much the lowest per thousand in the financial field.

*T*he Burroughs Clearing House offers a decided saving to the advertiser who desires efficient coverage of the entire financial field, and is now in trying to cover this field, burdened with the unnecessary expense of using several sectional banking publications.

Write today for sample copy and rate card

**The Burroughs
Clearing House**

Second Blvd. and Burroughs Ave., Detroit

Amusement News **LIFE** *Personalities Sport*

15 Cents  May 31 1928



Will Rogers Accepts The Nomination

For six months, we have been planning and building a new LIFE for this new America which insists on colored refrigerators and travel by air. Times having changed, LIFE changes with them.

The new LIFE is a new model. It has all the reputation and stamina of forty-five years of continuous publishing, plus new speed and scope, new features geared to this new day and age.

The new LIFE was redesigned from cover to cover, new type and new make-up throughout. It was ready for presentation

to the public. We were prepared to wait six months for the public to get acquainted with this new magazine. . . .

But the American public won't wait that long. They're going to climb aboard right at the start—and here is the reason:

Our Secret is OUT...

Will Rogers is LIFE'S candidate for President. He has accepted the nomination, and will write his platform, pick his cabinet, and conduct his campaign in the pages of LIFE. You advertising men know who Will Rogers is, and what he has done. You know that what Will Rogers has to say about anything interests every intelligent American. And what he has to say about politics and politicians in a Presidential year is everybody's business—and just that much more powerful.

LIFE contemplates no millions and millions in circulation. LIFE is interested only in those Americans who count for something, who really run the country. And come to think of it, those are the people you advertisers are interested in . . . or ought to be.

Keep in touch with Clair Maxwell, Fred Foote, Steve Rawlins, Guy Bolte, Joe McDonough, Robert Imlay, Harry Evans, George Nichols, Ralph Blanchard, Bill Coleman, Newlin Wildes, Dick Read or Willis Osborn, for the latest details on this situation.

You can be a National Advertiser in LIFE for \$11,700, more or less, which gives you 13 full pages, more or less.



According to the Dartnell Corporation "Quality of Population" Index, published in March, 1928, Los Angeles is rated by far the highest of all the counties of the nation.

Against an average of 100, Los Angeles County is given an index rating of 327—which is higher—much higher—than any other county in the United States.

The absolute supremacy of Los Angeles as a market for new merchandise is shown by comparing this "Index of Quality" figures with those of other well known and prosperous markets. Here are several of the best known, compared with Los Angeles.

County	Largest City	Dartnell Quality Index
		Average 100
Los Angeles	Los Angeles	327
Palm Beach	Palm Beach	187
King	Seattle	171
Dade	Miami	157
San Francisco	San Francisco	146
Wayne	Detroit	127
Cook	Chicago	113
New York	New York	83
Kings		
Queens		

Nowhere else on earth is there a market comparable to Los Angeles in its preponderance of "able-to-buy" customers.

And in This Market the Leading Daily Newspaper Both in Circulation and in Volume of Advertising Is the

LOS ANGELES EVENING HERALD

Represented in

New York
by
HERBERT W. MOLONEY,
342 Madison Ave.

San Francisco
by
A. J. NORRIS HILL,
610 Hearst Bldg.

Chicago
by
JOHN H. LEDERER,
916 Hearst Bldg.

Picture-Tests Make Convincing Illustrations

There Are Plenty of Story-Telling Possibilities in Diagrammatic Illustrations Which Definitely Visualize an Argument

By W. Livingston Larned

THE public is often from Missouri, demanding proofs, calling for demonstrations of fact. To satisfy this demand, there has been developed during recent years a peculiarly compelling form of illustration for use in advertising and often as a continuity idea.

Such illustrations stage a reason-why argument as dramatically as possible, and hold to the main and basic thought for a sufficient length of time to establish widespread recognition of a certain important mechanical service or point of individuality. Sometimes it is a comparison of ideas, while at other times it is an interesting demonstration of sufficient pictorial interest, because of novelty, to win the reader's careful consideration. He nods his head and observes: "Well, I guess what they say is true. That certainly proves it."

Illustrations of this kind are apt to be vividly strong, and sometimes they are unique. "We duplicated a cloudburst," says a manufacturer for stationary engines in his advertising, "but it couldn't stop this engine nor prevent it from starting." The picture, a photograph, shows an engine set up and in action, being deluged by a downpour of water from an overhead rig arranged for the purpose. And of the test the advertiser says: "For twenty-five

hours, a continuous downpour of water played on the magneto—never a miss, never a time when that magneto failed to deliver its hot, fat spark into the cylinder.

WHICH
is More
Flexible—



—the Rope or the Hose?

THIS seller is handling a few pieces of rope and requesting exactly the same service with a Bell Dog Cord Garden Hose. He can do anything with the hose that he can do with the rope.



BULL DOG CORD

is the new idea in super-strong, super-flexible garden hose. We make it extra flexible so avoid kinking because knots under surface tension which develop into leaks. A hose which kinks is useless and unsatisfactory in the hands of the operator. For years manufacturers, dealers and users have been looking for the garden hose that is really flexible.

Go see this new kinkless hose at your dealer's. Take it in your hands, see how impossible it is to kink or to water channel. If you cannot find Bell Dog Cord when you usually buy let us direct you to it.

Send us money, for booklet "Hosing the Garden Green". A professional hand book for the interior gardener.

BOSTON WOVEN HOSE & RUBBER CO., CAMBRIDGE, MASS.

HERE IS A PICTORIAL IDEA BRIMFUL OF SELLING LOGIC
AND CONVICTION

Then we stopped the engine and let the water play on the idle magneto for one hundred hours. Just a flip with the crank and off she started. We stopped the engine again, and took the magneto apart. Not a single drop of water, nor the slightest moisture was found in its mechanism." Surely this illustration and its accompanying story would impress the prospect.

The Boston Woven Hose &

Rubber Company originated a new type of garden hose. Its flexibility is its chief talking point. On this score, the advertiser explains: "We make it extra flexible to avoid kinking because kinks make surface breaks which develop into leaks. A hose which kinks is stubborn and unmanageable in the hands of the operator."

But how could this point be adequately illustrated? Then came a real inspiration. A sailor was pressed into service for two companion camera illustrations. In the first picture he was shown with a length of flexible rope, which he was tying into the most complex knots. Then another photograph was made, as he did exactly the same thing with a length of the garden hose. Here was a pictorial idea brimful of selling logic and conviction. One could not help but believe it.

A product may have an excellent talking point although mere words will not suffice to dramatize it for the public. Goodrich Tire advertising has recently adopted, for serial use, a diagram-illustration of the demonstration variety, which proves to what an absorbing extent a sound idea can be made to animate a long period of advertising effort. A distinctive feature of the tire is massive shoulders of rubber. The tread is designed scientifically. No ordinary illustration would put much interest into the fact, however, and so a demonstration was designed.

It was known as "The Plate Glass Test". Of it the advertiser says: "Pressing this heavy glass against the tread shows the action of the rubber under load. The deep triple grooves close up, preventing distortion. The sharp-

edged safety blocks grip the ground." "What you see under the plate glass," the copy continues, "happens about 300 times every minute when you drive your car."

Demonstration and comparison illustrations carry a lesson and a moral. They require but little explaining, as a rule, which is an-

By this Discovery

Goodrich prevents wasteful tread wear on millions of cars



THE PLATE GLASS TEST

Goodrich
Silvertowns

...BEST IN THE LONG RUN...

THIS ILLUSTRATED TEST DRAMATIZES A SALES POINT AND MAKES IT MORE CONVINCING THAN MERE WORDS COULD

other thing in their favor. The best illustrations in this field are, naturally enough, photographic. The public accepts the camera as a quite truthful and literal translator of things as they are. As a consequence, advertisers turn to the camera for pictures of demonstrations because they will not be questioned.

If a model is posed using two kinds of shaving cream, and one gives far more lather than the other, these facts being set forth in picture form, the reader must take earnest cognizance of the fact. There are the twin pictures, one with creamy lather in abun-

WHAT you see under the plate glass, happens about 300 times every minute when you drive your car.

Now, the tread yields as it passes over the road, for billions does so each.

But the Goodrich Silvertown tread is flexible — triple-grooved — kink-resistant — and it yields without distortion.

Second, the weight pressing down on the tread rounds the outer edges of the tread — the "shoulders".

In the Goodrich Silvertown tread the massive shoulder-continuous rows of rubber — with the sharp-edged, all-direction grip of the utility blocks along the sides. Such a tread is smooth-rolling. It doesn't "plow" up. Because it is undistorted, it is free from the uneven, choppy wear which the cars call "cupping."

By this discovery, the biggest-seller tread, Goodrich puts thousands of miles miles in Silvertowns.

Merely, it takes unusual force enough to equal the life of such a tread. This strength is created by even important processes in Silvertown manufacture.

All the 2,000 miles of tire tires are manufactured and pressure-filled with rubber.

Thus all the rubber in every Silvertown is extremely strengthened, from inside and outside both, by the Goodrich Wear Coat.

Goodrich dealers everywhere are ready to supply you with Silvertowns.

T. & F. GOODRICH BUSINESS COMPANY
Established 1870
Goodrich, Ohio
Distributors: Boston, Atlanta, Chicago, Cincinnati, Cleveland, Detroit, Indianapolis, Kansas City, Los Angeles, New York, Philadelphia, St. Louis, San Francisco, Seattle, Toledo, Washington, and 100 other cities.

Talk to Our Subscribers

THEY will tell you that from the front cover to the last page Farm Life presents the concentrated, well seasoned essence of what farmers want from a farm paper. Its continued influence with more than a million farm families grows out of their confidence in the soundness of its editorial policies and faith in its service. If you talk to fifty subscribers you will be prejudiced in favor of Farm Life as a part of your next list.

T. W. LeQuatte
Publisher

Farm Life
Spencer, Indiana

dance; the other with a stingy little dab. And as a rule, the advertiser is inclined to be thoroughly honest in the making of such illustrations. To do less than that would be to endanger the public's confidence in photographic proof in general.

There appeared recently a rather amazing series of motion picture strips of cars running along a rough road. A photographer was employed who understood the exactions of the campaign, and the shock-absorber company produced evidence which was not to be questioned. The story is summed up in this description of what actually took place:

Here are two strips of motion pictures of the same car, traveling over the same road at the same speed. Study them carefully. They tell more clearly than words, the story of rebound control with Gabriel Snubbers. In the first test, the car, without shock absorbers, was sent hurtling over the rough course as fast as reasonable safety permitted. You can gain some idea of its wild half-ride, half-flight, from the pictures. Yet a few minutes later it was driven over the terrific bumps just as fast, but almost smoothly. No pitching, no rebound, no tense gripping of the wheel. Compare the two sets of pictures. They are matched up, bump for bump, rebound for rebound.

And the illustrative feature of the advertisement was altogether fascinating.

Putting the product to a test always makes for good advertising; the type of advertising that convinces. Few illustrations more successful than this could be devised.

In the present-day scramble for advertising illustrations, it should not be overlooked that the advertiser has in his product and his laboratory innumerable fine subjects for pictures that really mean something and are more than a mere embellishment. If advertising at its best is fact, then why not more of the fact type of illustration?

They may not be clever, in the accepted sense, but they do visualize for the reader something which he can believe and put faith in. General Motors, in all of its branches, is turning to this style of illustration, more and more. It may be the remarkable testing ground of cars; or then again, for Duco, it may be a photographic scene on the top of a roof, where hundreds of pieces of painted wood are exposed to the elements in racks made for the purpose.

Of this very feature the advertiser says: "Panels finished in Duco are mounted on racks and exposed for years to the elements to find

out, in a practical way, the durability of Duco under the action of sun, wind, and rain, hail and snow, the dirt from city streets, and the soot from nearby chimneys."

And there is an elaborate camera picture to prove it.

It is one thing to say that your product is better than others or even to intimate, in negative copy, that rivals may be less efficient.



The ROME Company

HOW THE HOME COMPANY IS
MAKING ILLUSTRATIONS SHOULDER
THEIR SHARE OF THE ADVERTISING
RESPONSIBILITY

for could ver- his sub- mean in a lish- tis- t is not fact tra- not the but lize der ich and in. in, in es, this tra- and be able of rain, may phic of un- of are ele- ks sur- very per- nels co on sed the ind sur- ion and es, m- ur or by, nt,

but to prove such statements is quite another thing, and the reader is apt to be skeptical. You must give him proof that what you say is true.

This is being done in the series for "U. S." Royal golf balls. The laboratory experts come to the rescue. They make X-ray pictures of many golf balls of different makes, and show you exactly how they look inside.

The most skeptical golfer must look with serious consideration upon such illustrations as this. Will it be denied that they are admirable themes for putting picture facts into an advertising campaign, at once convincing and uncontroversial?

As the seasons come and go, it becomes more and more apparent that the advertising illustrator must turn to concrete subjects, serious as to theme and with a background of fact. Each and every picture must shoulder its own share of advertising responsibility, as opposed to the old idea of mere physical embellishment.

In the advertising of Rome "De Luxe" bedsprings a pace is set, pictorially, which I feel deserves special mention, because it epitomizes the best of the newer school of commercial art.

For at least fifteen years, this advertiser, a persistent one, was content to reproduce a halftone illustration of a reclining figure on the mattress. It was diagrammatic to the extent that it visualized the springs and the action of the body on them. But it went no further and, gradually, it became, indeed, an "old story."

Then came a "big idea." Said the headline: "You wouldn't sit unnaturally. Why sleep in a bed that sags?" A camera study very forcefully pictured a young woman sitting in a cramped, tiring and unnatural position in a chair. A dotted line, running from this figure and linking up with the old illustration which by now, had become a trade-mark, made the comparison doubly important.

There were possibilities of a series in the idea. "If you stood

in the position you sleep in, would your pose be a restful one?" was another headline. And the copy, continuing, said: "Try standing with spine curved for five minutes. You will immediately notice the nervous and muscular strain of this tiring position. Sleeping this same, unnatural way prevents the complete relaxation that brings complete rest." What an obvious yet excellent basic idea for a series of illustrations! And so an old idea was given new life and fresh impetus by virtue of a new picture application.

Buys Interest in Cincinnati Printing Concern

Maurice Suesskind, New York, has purchased the holdings of Martin Rosenberger in the Offset Printing House Company, Inc., Cincinnati. The board of directors of the company now includes A. R. Richards, L. R. Wilson and W. B. Poynter, all of Cincinnati, and Mr. Suesskind.

P. R. Baugh with American Radiator Company

Paul R. Baugh, recently advertising sales manager of *Better Homes & Gardens*, Des Moines, Iowa, is now assistant to J. P. Moonan, advertising director of the American Radiator Company, New York. Mr. Baugh was at one time with the Goodyear Tire & Rubber Company, Akron, Ohio.

Stove Account to Hurja, Chase & Hooker

The Comstock-Castle Stove Company, Quincy, Ill., manufacturer of gas stoves and ranges, has placed its advertising account in charge of Hurja, Chase & Hooker, Inc., Chicago advertising agency. Business papers and farm publications will be used.

New Orleans to Raise Advertising Fund

A fund of \$300,000 to advertise New Orleans is to be raised by the Association of Commerce, of that city. The fund is to be collected over a period of three years.

G. R. Baxter Joins "Dotac"

George R. Baxter has become business manager of *Dotac*, published by the Downtown Athletic Club of New York. He was formerly with the advertising department of the *Current History Magazine*.

Intensive Coverage

\$114,924,000

94.2% of leading

Newspaper Appropriations

353 national advertisers spent \$122,000,000 in newspapers during 1927, according to the Bureau of Advertising of the A.N.P.A.

Of this total \$114,924,000 or 94.2% was bought by 303 national advertisers who are subscribers of record to the *Printers' Ink* Publications.

[The coverage of the large newspaper and magazine advertisers is indicative of how thoroughly the *Printers' Ink* Publications cover the advertisers of the country.

To those interested a *Printers'*

Printers' In

WEEKLY

Net-paid circulation now 22,864

erage of National Advertisers

\$94,347,436

99.05% of leading

Magazine Appropriations

150 of the largest magazine advertisers spent \$95,246,968 in ninety-two magazines during 1927 as compiled by the Denney Publishing Co.

99.05% of this total or \$94,347,436 was bought by 147 leading magazine advertisers subscribing to the *Printers' Ink* Publications.

Ink representative will be glad to show a comprehensive list of the major officers, sales and advertising executives, and other department heads in these organizations who are readers of the *Printers' Ink* Publications.

in Publications

MONTHLY

Net-paid circulation now 18,610

"Independent; long-established, influential journal; excellent news-service"

The "Council on Foreign Relations," of which Elihu Root is honorary president and John W. Davis is president, has recently published "A Political Handbook of the World" in which LA PRENSA of Buenos Aires is described as quoted above.

LA PRENSA long ago earned its title—"South America's Greatest Newspaper"—because it is independent, because it has an excellent service of informative news, and because its careful editorial policy made it influential.

LA PRENSA has been published for fifty-nine years. It has the largest circulation in Argentina, and is read by the people who have made Argentina a first-ranking nation.

JOSHUA B. POWERS

Exclusive Advertising Representative

14 Cockspur St.
London, S.W. 1

250 Park Avenue
New York

Death of H. V. Jones

HERSCHEL V. JONES, editor and publisher of the Minneapolis *Journal*, died at Minneapolis on May 23. For forty-three years

of his life he had been identified with the *Journal*, watching it grow from a four-page newspaper with a circulation of 10,000 and a staff of three reporters to a large metropolitan daily.

It is interesting to note that on September 1, 1908, in the

first issue published under his ownership, he announced that the *Journal* would

not "publish, beyond existing contracts, advertisements of whiskey or beer, fake investments, nor the line of medical and other objectionable advertising, as the term is generally understood." That policy, requiring courage and the readiness to undergo financial sacrifice twenty years ago, he carried out strictly.

In the Northwest Mr. Jones built up a reputation as a leading forecaster of crop marketing conditions. As a reporter many years ago he saw the growing importance of Minneapolis as a grain market and at his instance the *Journal* established a special grain marketing page. He was placed in full charge of this. Up to this time Government estimates on which the farmer and the grain trade were forced to rely had proved highly inaccurate. Mr. Jones set out to provide a remedy.

For twenty years he made annual visits to the grain fields, covering the winter wheat areas of the Southwest in addition to the spring wheat sections of Minnesota and the Dakotas. Often he traveled 20,000 miles a season to gather the information he felt his readers wanted.

One of the lesser known phases of Mr. Jones' life concerned his



H. V. JONES

love of literature and art which found expression in large collections. His work, "Adventures in Americana," was published only last week in New York. During his life he built up several valuable libraries and collections of modern etchings and old masters. For many years he was a director of the Associated Press and at its recent annual meeting he was re-elected for another three-year term. Among his survivors are three sons, Carl W., Jefferson and Paul M., all connected with the *Journal*.

Heads American Institute of Graphic Arts

Frank Altschul, of Lazard Frères, was elected president of the American Institute of Graphic Arts, New York, at its recent annual meeting. Frederic G. Melcher has been made honorary president. H. A. Groesbeck, Jr., is first vice-president.

Regional vice-presidents elected, are: Thomas N. Fairbanks, Charles Chester Lane and Allen Lewis, New York; William A. Kittredge and George B. Utley, Chicago; D. B. Updike, Boston; George C. Adomeit, Cleveland; Lester Douglas, Washington, D. C.; Porter Garnett, Pittsburgh; Frederic W. Goudy, Marlboro, N. Y.; John Henry Nash, San Francisco, and Edward L. Stone, Roanoke, Va.

William Reydal was made corresponding secretary, William C. Magee, recording secretary, and H. L. Sparks, treasurer.

Henry W. Kent, Burton Emmett and David Silve were elected directors for a term of one year. Frank Fleming, Edmund G. Gress and L. B. Siegfried were made directors for two years, and Frederick Coykendall, Alfred A. Knopf and George A. Nelson were elected directors for three years.

Heads Financial Advertising Department of Hoyt Agency

William T. Mullally, who recently joined the Charles W. Hoyt Company, Inc., New York advertising agency, has been placed in charge of the department of financial advertising of that agency. He was president of the former William T. Mullally, Inc., advertising agency, also of New York.

Six Point League to Hold Annual Meeting

The annual meeting of the Six Point League of New York, newspaper representatives, will be held at the Advertising Club of New York on June 7.

Space-Grabbing and Freedom of Press Occupy Inland Editors

Tendency Toward Increased Subscription Rates Also Evidenced at This Meeting

THE Inland Daily Press Association, an organization composed of 243 Mid-Western and Far-Western newspaper editors and publishers, revealed a number of significant trends in the newspaper industry of today at its spring meeting held at Chicago last week.

The matter of newspaper subscription rates arose continually throughout the sessions and from the discussion involved it is plain that the present tendency among this group is toward a subscription rate that will more adequately meet the expenses of publishing a paper. It was pointed out that several members had raised their rates during the year, in all cases with only a temporary loss of circulation.

The fixed idea that subscription revenue can never be more than a nominal and somewhat incidental sum as compared with the total expense of publishing a paper is one of the greatest fallacies existing in the minds of newspaper men, according to one of the speakers at the meeting. In his mind, newspapers have two things to sell—circulation and advertising—and the newspaper has a right to try to sell both at a fair price.

In an attempt to refute the recent implication that the Inland Daily Press Association, or at least certain of its officers, is in league with the so-called power trust in dispensing editorial space for a consideration, much time was spent in discussing the most recent and novel forms of space-grabbing.

Particularly was a new form of circus advertising condemned. Members were told of a certain circus which is carrying with it as a side attraction an automobile show through which all its patrons are forced to pass. The management, in selling this concession, is said to use as a selling argument the fact that it can, through free-pass methods, secure large amounts of

free publicity for this traveling auto show. The editors were warned to be on the lookout and refuse to give any such publicity to this scheme.

The report of the secretary, Wil V. Tufford, of Clinton, Iowa, indicated that national advertising accounts are increasing very satisfactorily among these publishers. In fact, one member made the statement that he no longer had to pay attention to national advertising, that it came to him in satisfactory volume without his seeking it, through agencies, by the efforts of his special representatives and directly from advertisers.

Local advertising, on the other hand, is slipping and has been for most of the year, according to this report. Mr. Tufford recommended that the publishers guard against the tendency to pay more attention to advertising which a publisher has not got than to that already running.

That the freedom of the press must continue to be guarded zealously, both from the interference of legislation and court tyranny was the substance of a talk by Col. Robert R. McCormick, publisher of the *Chicago Tribune* and chairman of a committee named at the last session of the American Newspaper Publishers' Association for the purpose of protecting this freedom.

"When a newspaper is threatened with some outrageous proceeding which is brought to intimidate the press and shackle the entire profession, it will be the duty of our committee to interfere," said Col. McCormick. "And if any legislature proposes to enact any laws prejudicial to the interests of the press, we will assert our opposition. Or if some editor is threatened with judicial tyranny, the facts can be marshaled by our committee and sent out to all newspapers in the country."

"Ask *LA NACION* about ARGENTINA"

Argentine Market Reports

by

LA NACION

of Buenos Aires

A Service for Manufacturer and Advertising Agency

MARKET reports for American Manufacturers are made *on the ground* in Argentina by special investigators in the employ of **LA NACION** of Buenos Aires. That is the only way in which a truly accurate report can be had with reference to market conditions affecting the sale of any product. These reports are unbiased—in keeping with the integrity of **LA NACION**.

LA NACION is issued every morning, daily and Sunday. It commands the attention and respect of the Argentines due to its progressive ideals, dignified presentation and excellent make-up. It best serves the interests of its readers and consequently its advertisers. It has PRESTIGE—
SUPERIOR COVERAGE—
EXTRAORDINARY
PULLING
POWER.

Write for rates and sample copies of **LA NACION**. Upon request we will also be pleased to send you without obligation, copies of "Advertising in Argentina" and "Certified Circulation."

Editorial and General Offices in
the United States:

W. W. DAVIES

Correspondent and General
Representative
383 Madison Ave., New York

United States Advertising
Representatives:

S. S. KOPPE & CO., Inc.

Times Building
New York
Telephone: Bryant 6900

LA NACION

of Buenos Aires

"Ask ARGENTINA about *LA NACION*"

The Mathematics of Price-Cutting

The Tide Water Oil Sales Corporation Gives Its Jobbers Some Facts and Figures to Prove How a Dealer Loses by Cutting Prices

SOME retailers in every line of business cut prices to increase sales. This is true of oil and gasoline dealers and the purpose of this article is to show by cold-blooded figures a true picture of the conditions resulting from price-cutting from the standpoint of the dealer's profit.

A dealer cuts prices for one of two reasons: Either as an advertising expediency or in the mistaken idea that price-cutting will increase his profit.

When the dealer cuts prices to secure greater profit, it is a sure sign that he has no idea of how much more business he must do to just break even. He doesn't know, for instance, that a 5 per cent cut in price requires a 25 per cent increase in turnover even to keep his profit where it was before he cut his price.

A statement of percentages like that may sound like "the bunk" to the average dealer. If so, it is time for him to break out the old arithmetic book and follow through a simple and surprising mathematical process like the one that follows:

Your dealer makes money if he sells Veedol or anything else he handles for a sum larger than your price plus his expense of doing business. If he knows his business, he first decides upon the margin of profit that he wants to make. Then he arrives at his proper selling price by adding that percentage to the cost of the merchandise plus his expenses.

If the dealer reduces his selling price, he reduces his percentage of profit, of course. But this reduction affects more than his profit. It affects his turnover, which is what the average dealer does not understand. He does know that when he cuts prices he must obtain greater sales volume on the cut-price article, and he expects to gain it by cutting the price. If he un-

derstood how much more volume he must obtain in order to do a paying business, he would think twice before cutting.

Let us translate this into figures and see what happens. For simplicity, let us take \$1,000 worth of merchandise. Suppose that by figuring out the dealer's expenses and the amount that he is willing to accept as a fair return on his investment, he finds that sum to be \$333, or 33½ per cent on his investment.

The fundamental figures concerning this business are:

Amount of investment	\$1,000
Selling price	1,333
Total amount of profit	333
Per cent of profit on cost	33.3
Per cent of profit on sales	25.0

If, later, he decides upon a "small" price cut of 5 per cent in order to help along business, his troubles begin. In the first place, if he sells 5 per cent cheaper, he gives away much more than 5 per cent of his profit. He actually *loses 20 per cent profit*.

If he could reduce his investment or his expenses by 5 per cent of the selling price, he would be all right. But he must take that sum out of his *profit*. Here's how it works.

Before the cut, one turnover of the merchandise yielded him 25 per cent on the sales price, or a profit of \$333. Now he sells 5 per cent cheaper, or \$66.65 below the former sales price. This cut his total profit to \$266.35.

A 5 per cent cut in the sales price reduces his profit on selling price from 25 per cent to 21 per cent—a drop of 4 percentage points, or a reduction of 16 per cent of his profit on sales. It lowers his rate of profit on cost from 33½ per cent to 26.6 per cent—a drop of 6.7 percentage points, or a reduction of 20.2 per cent of his profit on cost.

Now, how does this affect his turnover? Must he do 5 per cent more to make up for that 5 per cent

Reprinted from "Contact" published by the Tide Water Oil Sales Corporation.

It is the policy of The Architectural Forum to make an editor out of a professional architect rather than to attempt to make a professional architect out of an editor.

The long sustained position of The Architectural Forum proves this to be wise.

Parker Morse Hooper

Editor, The Architectural Forum

Harvard College, B.A.

Columbia University Architectural School, B.S.

Associated with the architectural offices of McKim, Mead & White, John Russell Pope.

Extensive study and travel throughout Europe.

Member of the firm of Hooper and Moran, Architects, New York City until 1924.

Member of the American Institute of Architects.

Member of the Society of Beaux Arts Architects.

Practiced architecture in New York City for fifteen years.

Kenneth Kingsley Stowell

Associate Editor, The Architectural Forum

Dartmouth College, B.S.

Harvard University, M.A.

Associated with the architectural offices of William Lawrence Bottomley, Alexander B. Trowbridge, Joseph Hudnut.

Extensive study and travel throughout Europe.

Member of the firm of Bush-Brown & Stowell, Architects, Atlanta, Ga., until 1927.

Member of the American Institute of Architects.

Professor of Architecture at Georgia School of Technology, 3 years.

Winner of Gold Medal of the Societie des Architects Diplomes par le Gouvernement Francaise, 1921.



{ Furniture stores spend plenty for window reflectors, illuminators and signs—another opportunity for some aggressive organization that has vision and wants more business. }

THE best way to find out whether or not this great retail outlet could and should be merchandising your goods is to get out into the field and make a thorough investigation. We can help you considerably by smoothing the way for important contacts. And it is possible that much of the data you desire we already have.

If results are favorable—then and only then we'd like to show you where *Furniture Record* can play a most important part in your success.

FURNITURE RECORD
*A Magazine of Better Merchandising
for Home Furnishing Merchants*
GRAND RAPIDS, MICH.

For More Than 27 Years The National Magazine of the Furniture Trade
A.B.C.

A.B.P.



reduction in price, or must he do 20 per cent more to make up for that 20 per cent reduction in profit on cost? Neither. He must do 25 per cent more in volume just to keep his profit where it was before.

One stock turn at a 5 per cent price cut yields only \$266.65 instead of \$333. But this is just another way of saying that one stock turn is now only 75 per cent as profitable as it was before he cut the price by 5 per cent.

He may make more sales, due to the reduced price, but if he doesn't do more than a quarter again as much he's actually losing money.

Ice Cream Campaign Advertises the Container

The container is featured rather than the ice cream in a campaign which the Breyer Ice Cream Company, Philadelphia, is now conducting in newspapers. Briefly, the thought underlying the campaign is summed up in the headline of one advertisement, which reads: "Exit the old ice cream tub, enter Breyer's Wonder Box."

An illustration shows the new package with the interior exposed. The illustration is superimposed on a shadow picture of the "old ice cream tub." The text stresses the point that there is no longer any "messy ice and salt" necessary in handling ice cream as delivered in Breyer's Wonder Box. Readers are also told that, packed with dry ice, the new container would keep the ice cream hard and fresh for twelve hours; that a telephone call to the nearest dealer would bring it to the door and that ice cream in the new package could be safely shipped as far as 500 miles.

Pharmaceutical Account to M. P. Gould Agency

The Denver Pharmaceutical Manufacturing Company, Brooklyn, N. Y., manufacturer of Dr. Dickens' shampoo and a general line of pharmaceuticals, has appointed the M. P. Gould Company, Inc., New York advertising agency, to direct its advertising account.

Appoint Sam J. Perry

The *Complete Novel Magazine* and the *Complete Detective Novel Magazine*, New York, have appointed Sam J. Perry, publishers' representative of that city, as national advertising representative.

Eric Foote with Martin Ullman Studios

Eric Foote, formerly in business for himself, has joined the Martin Ullman Studios, Inc., New York, in a sales and contact capacity.

Use of the Red Cross in Advertising

GARDNER ADVERTISING COMPANY,
ST. LOUIS

May 12, 1928.

Editor of PRINTERS' INK:

We would appreciate it very much if you could give us any information on restrictions covering the use of a red cross in advertising.

GARDNER ADVERTISING COMPANY,
J. F. KIRCHER.

IN June of 1910, Congress passed an act which declared it to be unlawful for anyone other than the American National Red Cross to use "the emblem of the Greek Red Cross on a white ground, or any sign or insignia made or colored in imitation thereof, or the words 'Red Cross' or 'Geneva Cross' or any combination of these words." The only exception consists of those individuals or organizations which used the emblems or words referred to prior to January 5, 1905. An exact copy of this act may be obtained by writing to the American Red Cross.

The language of the act is entirely clear. It most effectively limits the use of the Red Cross in advertising and we understand that the American Red Cross is exceedingly energetic in seeing to it that the terms of the act are observed. Violation of the act is a misdemeanor and violators are liable to a fine of not less than \$100 or more than \$500, or imprisonment for a term not exceeding one year, or both, *for each and every offense*.—[Ed. PRINTERS' INK.]

Youngstown Airplane Account to Bolton Agency

The Bolton Advertising Company, Youngstown, Ohio, has been appointed to direct the advertising account of The Ohio Aero Manufacturing Corporation, of that city. This firm is now making a model known as The Airmaster Coupe.

J. H. Winans with Packard Motors Export

J. H. Winans has been appointed advertising manager of the Packard Motors Export Corporation, New York, to direct all foreign advertising. He was formerly with Thomas Cook and Son, tourist agents.

Redistributing Distribution Costs

A Suggestion for the Harried Wholesaler, Based on the Tested Experience of Manufacturers

By Fayette R. Plumb

President, Fayette R. Plumb, Inc.

IN many industries are manufacturers like myself who feel that their high-priced and high-grade products are being forced to bear too great a share of the general cost of distribution because, to a large degree, the wholesaler is allowing low-class and low-priced articles to slide out from under their proper load. The added distribution burden, we firmly believe, is being shifted to quality merchandise as a result of the jobber not knowing his own selling costs.

In the hardware industry, for example, it is generally recognized that the present method employed to determine the cost of doing business, while correct enough for a general average, does not reveal the differences that exist in the cost of handling different classes of goods. It manifestly does not represent the true cost to add the same percentage for the sale of tacks in packages as for nails in kegs. Some classes of goods are sold easily in large units and re-shipped in original shipping cases. Others, of little value, are sold in many small orders in broken packages requiring repacking.

While it is realized that an average percentage of the sales price is more than the cost of selling the former and not sufficient to cover the cost of selling the latter, the present method of determining the cost of doing business provides only a general average which is added to all classes as a percentage of selling price.

The situation is interesting because the attitude of distributors toward selling costs is analogous to that of manufacturers a quarter century ago. A number of years ago, a chairman of the Federal Trade Commission gave voice to the statement that not 5 per cent of manufacturers knew their costs, and one manufacturer answered that he did not want to know too

much about costs, because it might affect his selling and prevent him from meeting competition. Today practically every successful manufacturer of any size has accurate cost details for each separate article he makes, and he meets competition on an infinitely sounder basis than he did under his antiquated hit-or-miss methods.

Today the manufacturers are beginning to point out to jobbers that few of them know how much it actually costs to distribute the various items in their lines, that the present method of placing an average selling cost on each item makes for haphazard selling. And the wholesaler replies to this in exactly the same words used by the manufacturer when he was told years ago that he did not know his costs—that it is impractical to isolate distribution expenses for each separate article and that it is not good to know too much about such costs because competition sets the selling price of most merchandise anyhow.

Now I am not one who believes that the distributor is doomed. I have studied merchandising too long and have had too wide a manufacturing experience to think anything of the sort. But I do feel that the time has come when the wholesaler must follow the footsteps of the manufacturer and get accurate figures of selling costs. As do so many other manufacturers of quality merchandise in all industries who are forced to stand unnecessary distribution expenses, I feel that even if it is impracticable to revolutionize wholesale distribution in a single move, at least it is time to bring the condition into the open where it can be studied.

Too, I believe that, just as hand-to-mouth buying for the last few years has been one of the paramount problems of merchandising, for the next few years the segre-

Number 6 of a Series

Practice vs. Theory

Written to us by

Ruthrauff & Ryan Advertising Agency

"Pleased to tell you that The Magazine of Wall Street is one of the best magazines on the Electro Thermal List. As a matter of fact I do not believe we use any other publication which shows so good a ratio for the money spent.

They do business on both a cash and c. o. d. basis. Practically all the orders from The Magazine of Wall Street readers were cash. The fact that the readers have the price undoubtedly has a great deal to do with the Electro Thermal's success in making the high percentage of sales.

You have probably received by this time our renewed contract. We will probably use more than the thirteen issues specified."

(Signed) W. P. LYTELL.

Manufacturers will reach
their *real* market through

***The* MAGAZINE
of WALL STREET**

Member A. B. C.

VICTOR E. GRAHAM, Advertising Director.

42 Broadway

New York City

Largest circulation of any financial magazine in the World.

gation of wholesale distribution costs will come in for considerable discussion.

As chairman of the committee appointed by the National Hardware Council—composed of retailers, distributors and manufacturers—to make recommendations on the redistribution of overhead expense in distributing hardware, I have lately completed a tentative report of the committee's study. My findings will surely be as interesting both to wholesalers and manufacturers in other industries as they are to hardware jobbers and producers, because conditions in all lines are very much alike at present. Manufacturers everywhere know that quality items usually are carrying what seems to be an unfair share of distribution expense.

A study of various items of expense first reveals that many distribution costs have no relation to the selling price but vary in proportion to the physical volume handled. Such costs include freight, trucking in and out, putting in and taking out of stock, packing cases, packing, lighting, heating, repairs, depreciation and insurance of warehouse; office expenses such as ordering, checking, invoicing, collecting and so forth; rent or interest on value of buildings, interest on capital employed, except stock on hand, and other similar expenses.

From this develops the recommendation that, in our field, stocks be divided into classes or departments as follows:

- T—Mechanics' tools.
- F—Farming tools (forks, hoes, rakes, wheelbarrows, etc.).
- B—Builders' and general shelf hardware.
- X—Heavy warehouse goods (sheet steel, wire cloth, nails).
- H—House furnishing goods.
- C—Cutlery and plated ware.
- S—Sporting goods.
- A—Accessories.
- E—Electrical goods and radio.

The thought here is that if such a division of stock is made and floor space figured against each line and if overhead expenses are kept in the recommended departments, it is not a difficult accounting

problem to group these accounts into two classes as follows:

Group I

Management—Officers, department managers, assistants and other executives.

Total salesmen's remuneration.

Claims, deductions, allowances.

Loss from bad debts.

Advertising—catalogs, circulars, etc.

Legal and collection expense—auditing and exchange.

Interest on value of inventory.

Insurance on stock.

Taxes other than real estate.

Miscellaneous expenses—including all expenses not classified.

Group I expenses, we find, should be charged against each department as a percentage of the cost of purchases or of sales.

Group II

Heat, light, water and power.

Repairs and depreciation on buildings, fixtures and equipment.

Rent and real estate charges.

Insurance except on stock.

Interest on all capital employed, except on value of inventory of stock.

Boxing and packing expenses, carting and drayage charges.

Store and warehouse salaries, including order, packing and shipping clerks, watchmen, etc.

Office salaries, including all clerks, bookkeepers, stenographers and office employees.

Communications—postage, stationery, supplies, telegraph and telephone.

Group II expenses should be charged against each department in proportion to the square feet it occupies, for it is manifest that most of these expenses are caused by the physical handling and storage of the stock, regardless of what it may cost or sell for. In the case of office salaries and communications, the connection is not so clear, but a study of such transactions reveals that office salaries and communications depend upon the number of items bought and sold and not upon the sales value.

To sound out the industry's opinion regarding this plan for determining actual overhead on all types of merchandise, our committee put the tentative findings on paper and wrote the following letter to hardware jobbers' associations:

The enclosure represents an attempt to simplify a report on the Distribution of Overhead Expenses. It is now in shape where it can be easily understood,

CRITERION SERVICE



Where do they live?

Residence in a given neighborhood tells more than income (or literary taste) about buying habits.

Jones has \$6000 a year; neighbor Smith has \$3000. But if both live in a "\$3000-neighborhood" they are probably prospects for the same products.

Knowing the kind of neighborhoods where your products are sold and used, you can concentrate your advertising — with Criterion Service — on a carefully selected market, reaching consumer and dealer alike, with posters 8 feet high by 4 feet wide, at eye-level on corners of busy home-shopping neighborhoods *of your own selection*.

This can be done in every town of 15,000 or more, at much less cost than you would think.

Send for This Portfolio

Even if only to be properly informed you should have it. It tells what Criterion Service is, so you can judge what it does—specifically applied to your selling. Maybe you will think of a new way to use the medium; maybe we can suggest one. It can be made to fit any territory, any sales plan.

GRAYBAR BUILDING NEW YORK



There's
no wallop in
beating a
FAILURE
... but
there is a
real thrill
in
**"STEPPING
OUT FRONT"**
in a
**GROWING
FIELD!**

IT IS no small matter in *any* city for a newspaper, in 7 years, to more than double its daily circulation, nearly treble its Sunday circulation . . . and from a position as tail-end to step 'way out in front of all competition . . . This gain the Seattle Post-Intelligencer has actually made. *Not* in the face of loss by other Seattle papers *but in a field where all the papers showed increases*. While the total daily circulation of Seattle newspapers has increased 67% in seven years, the Post-Intelligencer has more than *doubled*. Total Sunday has increased 88% — the Sunday P-I has almost *trebled*!

The largest part of the P-I's phenomenal gain, too, has been within the city limits of Seattle. In these figures lie the key to the definitely changed advertising situation in Seattle.

W. W. Chew, 285 Madison Avenue, New York; W. H. Wilson, 725 Hearst Building, Chicago; A. R. Bartlett, 3-129 General Motors Building, Detroit; T. C. ("Ted") Hoffmeyer, 625 Hearst Bldg, San Francisco.

*An advertisement for the
Seattle Post-Intelligencer*

and while it does not provide quite so accurate a method of distributing certain of the charges and does not take care of the time element, it does segregate the charges which it is clearly incorrect to distribute on the basis of dollar sales. Won't you select from your membership a number of jobbers in different sections of the country, ranging from large to small, and write them a letter enclosing a copy of the report and asking them the following questions?—

1. Do you believe the statements made in this tentative report are true?

2. Would it be practicable for you to divide your stock into certain departments, either those mentioned in the report or similar departments that would better fit your particular case?

3. Would it be practical for you to keep your accounts so that you could total the various expenses mentioned in Group I separate from those mentioned in Group II, even though you might not subdivide them into the various accounts mentioned?

4. Do you believe that you could direct the efforts of your salesmen so as to increase the business in the departments which this method of accounting showed were most profitable and accordingly reduce the sales in those which were least profitable?

The answers that have been received so far, while not sufficient in number to be considered a general expression of the wholesale hardware trade, are sufficient to indicate what their opinion would probably be. These replies are in complete accord with the statements contained in the suggested, tentative report.

They agree that by the present method they cannot determine the true cost of handling any particular article or any particular line and that the basis for making many of the charges is manifestly incorrect. They also agree that if a more accurate cost system should show that certain lines or departments were less profitable than had been thought, or more profitable, the sales could be diverted to a considerable extent into the more profitable lines.

On the other hand, there was manifested a very decided reluctance to make any change in the present system, in the belief that the cost and difficulty of segregating items of expense as proposed would be too great, and that consequently the suggestion while interesting is impracticable.

Jobbers also asked: "Even if it

were possible to secure information as to the expense of handling items or lines, what benefit would result as long as it is necessary for the wholesaler to carry such items in order to meet competition? Certain goods must be sold to meet competition sometimes, regardless of the net margin over and above the cost of doing business." And at a general meeting of the National Hardware Council this same reaction was registered, the Council expressing an opinion that, while the principle involved in redistribution of overhead expense is correct, too much was involved for the average man to install new cost methods.

This was exactly the reaction of manufacturers when they, too, were first shown that they would benefit from a close cost study.

But though it must take time to educate an entire branch of distribution to the point of realizing that benefits will far outweigh extra trouble and expense involved in studying wholesale distribution costs, I believe the time is ripe to start education and discussion along such lines.

With industry everywhere crying out against increased cost of doing business, it is to the particular interest of quality manufacturers as well as to the general interest of wholesalers themselves that all merchandise bear its own fair share of selling expense instead of shifting a disproportionate share to quality goods.

Frank E. Wolcott and Beardsley Companies Merge

The Frank E. Wolcott Manufacturing Company, Hartford, Conn., manufacturer of Torrid automatic safety switch plugs, and the Beardsley Manufacturing Company, Waterbury, Conn., electric ranges, table stoves, etc., have been merged under the name of The Beardsley and Wolcott Manufacturing Company. C. W. Beardsley is president and F. E. Wolcott, vice-president of the new company whose general offices will be at Waterbury.

M. W. Selby Leaves Selby Shoe Company

Mark W. Selby, treasurer and advertising manager of the Selby Shoe Company, Portsmouth, Ohio, has resigned.

How Cromar Grew from a \$15,000 Advertising Start

(Continued from page 6)

up this dealer distribution, we must advertise to the user or owner in addition to our previous advertising.

It was equally logical, when it was decided to restrict our advertising to a limited territory, that newspapers should be decided upon to carry our general advertising.

After much discussion we agreed that in 1922 we would invest \$15,000 in advertising and that was a very considerable sum to us at that time you may be sure.

It was also a sum which might easily have been scattered broadcast without doing us any real good. Our decision to employ an advertising agent at the start proved sound. Instead of trying to spread our \$15,000 all over the map, we agreed to invest the entire amount in our own general locality. We used newspapers and direct mail and spent the entire appropriation in eastern Pennsylvania, exclusive of the Philadelphia market. We were consistent in this attitude. Our two salesmen who had got into the habit of making occasional hopeful trips into more distant fields were told that, for the time being, their whole world and ours would be the State of Pennsylvania, east of Williamsport.

Consumer acceptance, dealer interest and dealer co-operation were what we were after; and we knew that to gain and hold them we would have to get profitable and reasonably quick turnover for our dealer trade, and to secure that we would have to be on the job watching and helping.

The year's program turned out just as we had planned. We didn't add more salesmen, but the two we did have turned in exactly twice as much business as in 1921. Yes, the factory was oversold, quite badly at times. But my brother, K. E. Crooks, somehow inspired our little crew to do better than their best with the result

that no serious manufacturing blunders developed in this highly technical work which was still in such an early, pioneering stage, and we entered 1923 with all sails set and no new trade problems facing us.

From those early days we marched on, always one step at a time, adding new territory and consolidating our gains as we went forward.

Each year we increased our advertising appropriation after first carefully gauging our market. Each year we added new territory, employed more salesmen and won more lumber dealers to the merchandising possibilities of our product. What we have done is to tell the great public as fast and as often as our resources would permit that we have something different, something worth while, and the public has said to our dealers, "Sell some to me."

But, as I intimated at the start, advertising didn't work any magic for us. We had to keep our hand on the throttle carefully and mix much common sense with our applications of advertising.

We had plenty of problems entirely aside from careful appropriation of our advertising dollars and the apportioning of general selling, manufacturing and administrative costs, and aside from increasing effort to improve our processes and our product. I'll give you just a few examples in the selling end to show what I mean.

One of the first things we learned about the hardwood flooring business was that manufacturers' prices for the unfinished product were constantly fluctuating. Take oak flooring for example. The three-eighths of an inch thickness, which is the only thickness The Cromar Company manufactures, is usually made in one and one-half inch and two inch widths. It is also made in white oak and red oak. We observed that last month's lists on these items would be several dollars per thousand higher than this month's lists. Next month, or perhaps in three weeks, prices

Pictorial Review shows big increase in newsstand sales for first quarter of 1928

Newsstand gain for January,
1928 over January, 1927, was

134,473

Newsstand gain for February,
1928 over February, 1927, was

220,482

Newsstand gain for March,
1928 over March, 1927, was

231,253

The net paid circulation of the March,
1928, issue of Pictorial Review, was over*

2,520,000 copies

PICTORIAL REVIEW

Paul Block
Advertising Director

*The March issue is the
latest for which net paid
figures are available. April
will be considerably higher.

would be up again. At one time one and one-half inch widths would cost most, next time it would be two inches. Or today, red oak would be taking a premium and tomorrow white oak.

It seemed obvious to us that the manufacturers were letting their stocks govern their prices regardless of costs. So we assured our trade from the start, and never allowed them to forget it, that our prices for our finished flooring would be governed entirely by costs. And furthermore, we promised our dealers that as their co-operation helped us to increase our volume and reduce our costs, our prices would be reduced accordingly. We have never deviated from this policy; we never expect to.

It gave our dealers confidence in us, particularly when they began to notice that from time to time, but over periods of a number of months or a year, our prices when changed were always reduced, while the quality of Cromar has never been cut but on several occasions has been greatly improved. In six years, our prices have changed only eight times but every change has been a reduction. Perhaps this is one of the reasons why 60 per cent of our entire output is today sold in carload lots, whereas only a few years ago 98 per cent went out in less than carload lot shipments.

DEALER DISTRIBUTION

Then there was the matter of dealer distribution. Right from the start the question arose—and it is of the utmost importance in every new territory that we enter today—"What protection do you give your dealers?" We promised them "limited" distribution. Not exclusive agencies, mind you, but limited, two or more dealers in a market, all depending upon the potentialities.

And then do you know what our salesmen do? As a rule, they drive right out of that town after selling their man without even approaching another dealer. And they continue to see that one dealer for a considerable period. But they watch him and we at the

office watch him with eagle eyes.

Our service department and our salesmen work together, constantly offering merchandising suggestions and ideas that other Cromar dealers have found helpful. The salesmen do much missionary work for our dealers and they are careful to note how well they co-operate. We watch to see what the dealer does with the leads we send him, whether his prices are reasonable, and how he works in his locality.

In the course of a few months we pretty well know whether we have made a mistake in the selection of our dealer. If he proves to be a laggard, we look elsewhere and we have no agency promises to break. We then start all over with some other dealer. If he features our line and gets results, we eventually let him in on the secret—"You've had an agency right from the start; you'll hold it just as long as you deserve it."

Many times our men have declined initial orders of considerable size which were offered in exchange for a hard and fast agency. It happens when the dealer will not believe the carefully worded explanation of our policy which is always given to them with reservations. They have been fooled too often by less scrupulous salesmen.

This strict, commonsense policy has been a success because it has built confidence on the part of retail lumber dealers. Too many building material manufacturers have in the past sold the dealer and then sneaked around the back way and also sold a juicy job direct. Lumber dealers have suffered severely by this practice. The natural result is a whole-hearted dislike among dealers for the manufacturer who sells direct. In the first years of our business history, our men were frequently informed by dealer prospects that some one of their contractors or owners had bought Cromar flooring direct from the factory and that for this reason the prospect had no desire whatever to listen to our story.

Our men used to argue this point with me more than any

7 of Every 10

In Worcester, Massachusetts, seven of every ten families pay ten cents a copy for, and regularly read

The Sunday Telegram

In this city of 204,560 population, 44,668 families, The Telegram is the only newspaper published on Sunday. It provides the only medium through which folks can get the news of local events, local feature articles and news of local store merchandising on that day of all the seven when there is the most time to read, and consider the merchandise necessary to the individual and the home.

Worcester is a city of families and family life. At the last census there were 4.58 persons to the family, considerably more than the general average of the country. There are few apartment houses, only one apartment hotel.

Purchasing is considered on the basis of the home and family life. More is spent on the home and the family, less on outside activities. Family council is still an institution with which each member of the family must reckon.

On Sunday, when all members of the family are at home, The Sunday Telegram exclusively carries the message of the advertiser into the family council, there to be discussed as purchasing decisions are made.

Seven of every ten of these considering families pay ten cents for The Sunday Telegram each Sunday. There is no competitor to share the attention they give it. No duplication.

City Circulation of The Sunday Telegram.....	31,710
Suburban Circulation of The Sunday Telegram (18 mile radius)	16,587
Total Circulation of The Sunday Telegram.....	53,081

THE TELEGRAM-GAZETTE

Worcester, Massachusetts

George F. Booth, Publisher

PAUL BLOCK, Inc., National Representative

New York Boston Chicago Detroit Philadelphia San Francisco

A 12-page folder packed with a 1-ounce sample

WRAPPED around the one-ounce sample bottle of a well-known mouth wash is a printed folder of directions. The box that holds the bottle is only 1-3/8 in. square, and the bottle fits snugly into it. Yet the folder consists of twelve pages of easily readable type illustrated with several photographs.

This number of pages was necessary to carry the full story about the uses of the product. Try as they would, the manufacturers were unable to reduce it below 1500 words. And the cuts were absolutely essential to clarity. The problem was to find a paper that was thin enough to go into the small space, yet would carry type and half-tones well. Finally Warren's Thintext was chosen.

Warren's Thintext, a light, compact paper, folds down to an incredibly small size. Although so thin that it runs 1184 pages to the inch, it is strong and tough.

Type and half-tones print well on Warren's Thintext. It is a paper practically opaque.

Samples of Warren's Thintext may be secured from any paper merchant who sells Warren's Standard Printing Papers.



Printing Papers

In addition to being used for package inserts, Warren's Thintext is used for catalogs, sales manuals, data books, broadsides, and folders.

S. D. WARREN COMPANY, 101 MILK STREET, BOSTON, MASS.

WARREN'S STANDARD PRINTING PAPERS

other. Salesmen are human and sometimes the dealer's harsh words hurt. But little by little I convinced our men that it is entirely ethical for us to sell direct to inquirers who are located in towns where we have no dealers, provided always that we sell the inquirer at a price which protects the future Cromar dealer. Gradually, as our own men became sold on the idea, they gained the courage of their convictions and now it is a rare case indeed when any Cromar salesman fails to convince his irate prospect in one sitting that we are not only doing the fair and ethical thing but that we are actually building future business for him which could not very well be developed in any other way. Needless to say, when a few well laid Cromar floors eventually influence repeated calls for Cromar to the point where our dealer friend joins our family with an initial stock order, the direct sales practice ceases immediately.

I cite these few among many cases to illustrate my contention that advertising cannot be expected to do it all.

During the time when we were using newspapers sectionally and following up this advertising with our direct mail, point-of-sales advertising and salesmen's visits, we did not receive a very large number of wholesale and jobber inquiries. Along in 1925, our full-page business-paper advertising increased the number. Since the start of our national consumer publication advertising this year, a surprising number of big and influential wholesalers have displayed a keen interest in Cromar. We have nothing against wholesalers. It is merely that they do not fit into the picture of our sales policy. We guarantee our dealers limited distribution, and, as we see it, we cannot sell the building material wholesaler and successfully maintain that policy. This has resulted in our turning down, during the last few months, hundreds of tempting advances from the wholesale trade.

We have grown big enough during our six years to build a plant



“That’s good enough for ‘PUNCH’!”

— — — the phrase one hears daily wherever Englishmen assemble, whether on business or pleasure bent.

Only the best is “good enough for ‘PUNCH’”—humour and anecdote, cartoon and story, printing and make-up.

The Goods and Service advertised in “PUNCH” are in keeping with the other inimitable features of the paper. An advertisement in “PUNCH” has a cachet of its own, and so surely is this appreciated by advertisers of High-class Goods and Service that the demand for space during the busy months is always greatly in excess of the supply.

*Rates and full particulars regarding
Advertising space from*

MARION JEAN LYON
Advertisement Manager, “PUNCH”
80 Fleet Street, London, E.C.4,
Eng.



Good Copy

Good copy goes further than a mere hard persistent attempt to push goods on a preoccupied public.

While its purpose is to sell, it can also suggest ideas and promote ideals to the benefit of everyone concerned.

**HAWLEY
ADVERTISING
COMPANY
Inc.**

**95 MADISON AVE.
NEW YORK CITY**

of over 100,000 square feet of floor space. We enjoy a national sale. There isn't a State in the Union where we don't ship frequently. Our dealer distribution, however, is not yet national.

We have a good distribution in the States where it counts most. And even with some of the conservative methods which I have mentioned we now find that we can get more distribution just as fast as we can assimilate our man power. In the last four months alone we have increased our dealer distribution about 35 per cent. Compared with the corresponding period of last year, which was our biggest, our sales volume has practically doubled because the national consumer advertising which was started this year is not only helping us to extend distribution but it is also selling much more finished oak flooring for old dealers.

To sum up:

Our experience in turning the idea of a local woodworker into a nationally known specialty offers several suggestions to any small local manufacturer who wants to broaden his market.

The product which it was found possible to trade-mark and make known by advertising was created because a local man used his own home as a sales laboratory. From his own experience he realized the possibility of a broader market if other people could be made to see the advantages of the process which had helped him accomplish an old result in a new and more convenient way. He went to another local man, in touch with the distributing facilities in his new field.

Then, we, the other local concern, laid out a definite sales plan of which advertising was an integral part. We didn't splurge with it. We didn't try to do the whole job at once. We tried to plant every advertising dollar in soil which we knew we could cultivate carefully and consistently. We didn't expect our advertising to perform miracles.

We watched conditions closely, and tried to take each hurdle as we came to it in a commonsense manner, based upon our growing

The Springfield Daily News

*announces
the purchase of*

The Springfield Sun

*These publications are
being continued as*

The Springfield Daily News (Evenings)

The Sun

(Mornings)

and

The Springfield News-Sun Sundays

**Effective as of May 21st,
1928 the rate is 10 cents
per line Daily or Sunday**

Evening and Morning sold only in combination

The Springfield News and Sun Evening — Morning — Sunday

**Members—News-League of Ohio
The Dayton News
The Springfield News and Sun
The Canton News**

L. A. KLEIN
New York Chicago

A. J. NORRIS HILL
San Francisco Seattle Los Angeles

Action!

Jobber Action Dealer Action

Keep the Goods Moving

There are many worthy products, well made, well priced, well advertised—but somewhere between factory and consumer, they find a bump in the road that reduces their sales speed. Maybe Jobber, maybe Dealer—somebody is sitting tight instead of lending a shoulder. The Jobbers and Dealers can be stirred to Action. Some of America's leaders have found the way to win whole-hearted, *active* co-operation.

PETS

These latter products actually are the pets of Jobbers' Salesmen and Dealers' Clerks who push them wherever and whenever they can. Why? Because their manufacturers know how to raise "Peta." They have found an ideal plan for rewarding Jobbers' Salesmen and Dealers' Clerks for *extra* effort and *extra* results. The plan is simple; inexpensive. It is told without waste of words in an important new booklet "Winning Co-operation of Jobbers' Salesmen and Dealers' Clerks." Have your secretary send the coupon. There is no obligation.

Premium Service Co., Inc.
7 W. 18th St., New York City

ACTION!

Premium Service Co., Inc.
7 W. 18th St., New York City
Send along my copy of "Winning Co-operation." FREE, of course.

Name

Firm

Address

knowledge of the difficulties and problems of the new business.

A local man needs more than an idea and advertising to branch out into the national market. He must have an open mind, a willingness to learn as he goes, a belief in advertising as a part of his growth, a determination to stick to a definite sales policy.

If, in addition, he has a good product or process and plenty of patience he may see his local business become a nationally known organization.

New Accounts for William Cohen Agency

The F. W. Shepler Stove Company, Pittsburgh, manufacturer of Radia gas and electric heaters, has placed its advertising account with The William Cohen Company, Pittsburgh advertising agency. In the next few months export, trade and class publications will be used. The advertising program calls for the use of consumer publications at a later date.

The Waner Baseball Game, Inc., Pittsburgh, which will place on the market this fall an indoor baseball game played with cards, has also placed its advertising account with the William Cohen agency. Both trade and consumer publications are to be used.

C. L. Chilton Returns to Harvey Blodgett

Claud L. Chilton has returned to the Harvey Blodgett Company, financial advertising agency, with which he was associated many years ago as vice-president. He was recently with Barron G. Collier, Inc., New York. Mr. Chilton will be located at the headquarters' office of the Blodgett agency at New York.

The "Western Farmer" to Resume Publication

The *Western Farmer*, Calgary, Alberta, which suspended publication in June, 1927, will resume publication on November 10, 1928, as a semi-monthly farm magazine. George M. Bell, publisher of the *Calgary Albertan*, is publisher of the *Western Farmer*.

J. N. Cane with Philadelphia "Inquirer"

James N. Cane has joined the New York sales staff of the *Philadelphia Inquirer*. He was formerly advertising manager of E. I. du Pont de Nemours & Company, of Canada, and assistant advertising manager of the Canadian Northern Railways.

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A **Advertising that
helps the motorist
brings its own sure
reward.**



**Highway Lighthouse
advertising is the
most useful adver-
tising in the world.**



New York, Chicago, Philadelphia, Boston, San Francisco

"THE RIGHT WAY IS ON THE RIGHT-OF-WAY"

© 2318



Recognition

Your national advertising can best be focused at the point of sale, by a Federal Electric Porcelain Enamelled Display.

National advertising creates in people the *desire* to buy your product. Attractive Federal Displays on the stores of your retail outlets tell them *where* to buy after the desire is created. Result—greater returns from your national advertising.

You have Federal's wealth of over twenty-five year's experience to draw on. Your inquiry will be promptly handled, no obligation.

FEDERAL

ELECTRIC COMPANY

6700 SOUTH STATE STREET

CHICAGO



THE RIGHT WAY IS THE WAY TO THE RIGHT

Jingle Book Helps Describe Varieties of Skookums

Skookum Packers Association Finds It Necessary to Differentiate Between Trade Name and Variety Names, and Starts Out by Telling Children about Skookum Apples in a Pleasant Manner

SKOOKUM," which claims the distinction of being the "world's best-known apple trademark," brought a problem to the Skookum Packers Association, of Wenatchee, Wash., because of its extensive advertising of this brand name.

When, fourteen years ago, a number of apple growers in the "Apple Capital of the World" organized a co-operative association to promote efficient horticulture, standardization and marketing, there was a distinct need for an insignia or brand name that would identify the varieties of apples as a unit originating with this particular group of growers. Hence, the selection of the term "Skookum"—an Indian expression of approval, in somewhat the same sense that the modern says "bully."

But so thoroughly did national advertising impress this trade name on the public mind, that the use and public meaning attributed to it, though not defeating the original purpose, caused a certain degree of misunderstanding. Many began to think of "Skookum" apples as a certain variety, whereas there are sixteen horticultural varieties in the Skookum organization. The objectionable feature of merely asking for Skookums lies in that each variety is best suited to a particular use—some for baking, others for eating, some are best in the fall, others in midwinter,

while others are best in spring.

Early in 1927 this growers' organization confronted the common problem of effectively differentiating in the public mind its sixteen varieties sold under a common brand name.

The initial effort in this direction was focused on the children of the country.

"We decided on this avenue of approach for the reason that children are large consumers of apples, and are, perhaps, more amenable to this kind of educational effort," reports Harry L. Miller, secretary-manager of the Skookum Packers Association. "Through the children we hoped to reach the parents. Our results indicate that children should not be overlooked in the advertising program, if the product in any way appeals to them."

The vehicle for this educational campaign is a "jingle book" entitled, "The Skookum Injuns"—a twenty-page booklet.

Four editions of 40,000 copies each were distributed in 1927, and the demand still continues. The appeal lies in the thirty-two illustrations included with instructions for coloring with crayon or water-colors. Of course, the adventures in verse of the two Indian characters Ki and Lo have a real interest for the kiddies, but the major purpose of identifying the varieties of Skookum apples is achieved by the use of coloring.

In the front of the book is



Ki is Lo—er maybe it's Ki—they really look good when they're ripe and shiny—big, and Skookum Apples. When you help stage entertainments, you'll be ready to start in on page 6.

THE SKOOKUM INJUN KIDS ON NEARLY EVERY PAGE LIVEN-UP THE JINGLE BOOK

How To Reach The Highest Capital

At an altitude of 13,000 feet, at the very top of the Andes, there is a modern, beautiful and busy city—LA PAZ, the capital of Bolivia.

Bolivia is a very rich mining and agricultural country and one of the largest world producers of tin, lead, silver, copper, zinc, bismuth, antimony and wolfram. The prosperous upper and middle classes should be added to your buying public.

EL DIARIO of La Paz

is Bolivia's best newspaper. It is modernly equipped, is a member of the Associated Press and widely distributed.

To sell La Paz and the surrounding towns, American advertisers must use

EL DIARIO

—key and "sesame" to a great, unexploited South American market.

Bolivia cannot be covered by one paper only

For information, rates or sample copies, see any foreign advertising agency, or

Exclusive U. S. Representatives

**All-American
Newspapers'
Rep., Inc.**

Graybar Building
New York City

printed this paragraph of instruction:

With your paints or colored pencils you can tint the illustrations in this book in natural colors. On the pages where the different varieties of apples are shown the color of each apple will be described. The outlines are accurate reproductions of the distinctive shape of each variety. Use your own ideas as to the costumes of the Skookum Injuns.

The left-hand pages of the rest of the book contain outline drawings of the various apples, with their names and correct colors, such as:

Jonathan: Brilliant red laid over yellow with highlights of the yellow showing through. Very faint indications of stripes.

The right-hand pages contain the verses, pleasantly illustrated, telling about Skookum apples and Ki and Lo. Here is an example:

"You ought to see us load the cars
All packed with ice," says Ki,
"For Skookum Apples go by train
To Children far and nigh."

Because the art instructions are authentic, and the results actually show apple varieties, the booklet has won much favor from teachers of nature-study classes. It is estimated that about 50 per cent of the demand for these booklets has come from teachers for schoolroom use.

The Skookum Injun kiddies, variants of the original trade-mark, frolic through the pages of this booklet, and make a pleasurable game of recognizing and reproducing such varieties as Jonathan, Delicious, Winesap, Rome Beauty, Grimes, Pearmain, Yellow Newton, Arkansas Black, Banana, Stayman and Spitzenberg—all packed under the Skookum label. Also the children learn of the rich colors and glossy surfaces—the theme of many a Skookum advertisement. The bright yellow of Newtons, the pale yellow of Banana variety, the golden glow of the Grimes, and the deep, rich reds in varying shades of Winesaps, Arkansas Blacks and Staymans are impressed upon the plastic memory of the child as he reproduces the tints in the drawings.

This educational effort to im-

press varieties of Skookum apples merely supplements the major advertising campaign carried on in national mediums. One of the car cards in the major campaign features the many varieties, using illustrations of these apples as a border. The name of each apple appears under it. The jingle book is advertised in juvenile and school magazines, under the caption, "Color the Drawings—Enjoy the Verses."

Though not particularly sought, direct result of the effort is noted in the many new dealers being secured adjacent to schools where the jingle books were distributed, according to Mr. Miller.

Though this educational endeavor was primarily directed to the children, the housewife has not been left out of the picture. She is taught the use and varying taste and seasonableness of Skookum varieties through a recipe book. In this the varieties are listed along with characteristics of appearance, taste, and use. Recipes, of course, take further cognizance of the many varieties available for different uses and different seasons. A note on the inside back cover of the jingle book addressed to "Mothers" suggests that "Your children will enjoy Skookum apples and the good things you can make with them just as much as they have this book." And adds, "You can learn delightful new ways of serving them from the recipe book shown at the right, a copy of which will be sent free upon request." This recipe book is featured in the regular advertising in women's magazines and is distributed as a dealer help.

The jingle book characters—Ki and Lo—were featured in all the 1927 advertising, including newspaper, magazine and dealer-help, as a direct tie-up in all copy. For instance, the sales-help material includes cutouts, in which the Skookum kids dangled on a string spelling out the name which they exploit, price-fans and transparencies for restaurants. All of these featured the little Injuns, and all in colors.

The advertising of Skookum

A Flammertone Photo-Print

in any
Color, Size, or
Quantity

Must be seen to be
appreciated.

No explanation can
acquaint you with
the beauty of these
Patented Photo-
Prints.

If you use the prod-
uct of the camera
for any purpose,
send for specimens
of this new color
photo.

RAINBOW
Photo-Reproductions, Inc.
136-146 West 52nd St.
NEW YORK CITY

Telephone — Circle 5533

Few men have heard
of
**Photo-Gelatine
Printing**
(*Screenless*)
single
or
multi-color.

Ideal for all manner
of pictorial display
material.

We are equipped to
make
SHORT RUNS
quickly and cheaply.

If you've never seen
specimens of our
work, we shall be glad
to send you samples.

Wyanock Publishing Co.
INC.
136 West 52nd Street
New York, N.Y.
TELEPHONE: CIRCLE 2770

apples is sponsored jointly by the Skookum Packers Association and the Northwestern Fruit Exchange, its selling agent, affiliated with the American Fruit Company. The annual budget is secured on a basis of a per-box levy.

Western Coal Dealers to Advertise Jointly

The newly formed Western Federation of Coal Dealers Associations is planning an advertising campaign in the West. Regional bodies of coal dealers are now adopting resolutions approving the plans, which will soon be completed. The campaign will advertise the coal industry in general.

Bill to Regulate Prison-Made Goods Passes House

The House of Representatives on March 15 passed the Cooper Bill, designed to divest prison-made products of their inter-state character. The bill was passed with one amendment making the act effective three years after the President's approval.

New Account for Brockland & Moore

Philip S. Olt, manufacturer of duck and crow calls, has appointed Brockland & Moore, Inc., St. Louis advertising agency, to direct his advertising account. Sporting and business publications will be used.

"Hydraulic Engineering" Appoints N. E. Mather

Noel E. Mather has been appointed special representative in charge of advertising sales of *Hydraulic Engineering*, Los Angeles. For the last year he has been handling advertising promotion work for the Keystone Publications, also of Los Angeles.

Eagle Freshwater Joins Showers Brothers Company

Eagle Freshwater, for several years editor of the *Furniture Record*, Grand Rapids, Mich., has joined the Showers Brothers Company, furniture manufacturer, of Bloomington, Ind., and Burlington, Iowa, in charge of advertising and sales promotion publicity.

New Account for Edwin A. Machen Agency

The Simplex Flux & Solder Company, Cleveland, manufacturer of fluxes and solders for all metals, has appointed The Edwin A. Machen Company, Cleveland, advertising agency, to direct its advertising account. Magazines, business papers and direct mail will be used.



In less
than twelve months

American Druggist

Founded in 1877.
The Pharmaceutical Business Paper

has taken second place in volume of advertising among the score and more of magazines serving the field of pharmacy.

The position its editorial policy has won for it among the leaders in the field is something we consider of even greater importance.

The Importance of Being Open Minded

a statement of editorial policy will be mailed upon request.

57th Street at Eighth Avenue
New York



Proven Account Developer Available

HAS just sold small agency to specialize in approaches to large advertisers for medium-sized, well-organized Eastern agency; enjoys the aggressive work for which many men are unfitted.

Strong and proven merchandising instincts; versatile in merchandising practice and marketing operations and agency conduct—specialist on food accounts. Has worked for large advertisers and can produce. Income about \$10,000 for last five years, but can triple this in right environment. Past records of earnings, plans, proofs, etc., offered at interview; references.

Thirty-nine years old, Christian, married; wants living expense-drawing account at first, to be credited against fair share of gross. Now is the time to start reaping harvest in fall. Address: "Q," Box 183, Printers' Ink.

For Sale

Motion Picture Trade publication, established 1916. National small circulation, but covers the field. Advertising all secured in New York, no traveling. Reasonable to operate. Good buy to quick purchaser. Address "N," Box 182, Printers' Ink.

Forest and Stream knows better, of course, than to refer to "ouananiche" as "ouaniche." If we didn't, who would? It was the typographer who made the error in our advertisement on page 105 of "Printers' Ink," May 24, so this little piece of copy is run to assure you that we knew our "ouananiche."

Bureau Reports on Helpfulness to Investors

During its fiscal year, recently closed, the Better Business Bureau of New York, Inc., reports that it answered more than 10,000 inquiries regarding the status of various security offerings and real estate enterprises. This covered the sixth year of the Bureau's financial work and is in addition to the investigative and corrective efforts carried on in merchandising fields.

Its merchandise work is now in its fourth year and, reports James C. Auchincloss, president, results are plainly visible in the notable absence of untruthful newspaper advertising. He also states that the Bureau is pleased with what has been accomplished by its branch office at Utica, N. Y., which co-operates closely with the Bureaus at Rochester, Buffalo and Syracuse as well as with the New York Bureau.

The Bureau was host, last week, to a large number of its members at a luncheon given at the Yale Club. Mr. Auchincloss briefly reviewed the work of the Bureau while Gordon K. Creighton, president of Frederick Loeser & Company, Brooklyn, and Francis H. Sisson, vice-president of the Guaranty Trust Company, discussed Better Business Bureau activities in their more general aspects.

At the annual meeting the following were elected directors: Lawrence M. Lloyd, Franklin Simon & Company; C. Van Rensselaer Halsey, C. D. Halsey & Company; Howard R. Heydon, B. Altman & Company; Sheldon R. Coons, Gimbel Bros., and James Bruce, vice-president, National Park Bank.

Mr. Auchincloss continues as president and Sherman B. Joost as treasurer.

J. O. Carson, Advertising Manager, H. J. Heinz

J. O. Carson, who has been with the H. J. Heinz Company, Pittsburgh, for a number of years, has been advanced to the position of advertising manager. He was at one time in charge of advertising of Wilson & Company, Chicago packers.

Milton E. Bernet Leaves Wabash Railroad

Milton E. Bernet, for the last three years advertising manager of the Wabash Railroad with headquarters at St. Louis, has resigned to accept a similar position with the Mountain States Telephone & Telegraph Company. His headquarters will be at Denver.

J. L. Nave Joins Stillson Press

J. L. Nave, formerly advertising manager of the J. P. Bell Company, Lynchburg, Va., has joined the direct advertising staff of The Stillson Press, Inc., New York. He was at one time manager of sales and advertising of the James McMillan Printing Company, Pittsburgh.

"The Spur" Made Nucleus of New Publishing Group

The Angus Company, New York, which, for twenty-three years, has published *The Spur*, also *Golf Illustrated*, has been reorganized to provide for the acquisition of a number of other class and trade publications, whose merit lies primarily in a deliberately restricted circulation.

This reorganization is being effected through a combination of bankers and publishers. William A. Johnston, publisher of *Motion Picture News*, is president. James M. Heatherton, publisher of the *Plumbers' and Heating Contractors' Trade Journal*, is vice-president. L. C. Gerry, of Bodell & Company, also is a vice-president. C. B. Van Tassel, publisher of *Asia*, is secretary. K. M. Goode is chairman of the board of directors.

According to a statement from the new management, this new combination will strongly emphasize decentralization and plans to devote its combined experience and resources to developing the individual strength of each of its specialized units.

George Lambie to Direct Mohawk Carpet Mills Sales

George Lambie has been appointed general sales manager of the Mohawk Carpet Mills, Inc., Amsterdam, N. Y., effective November 1. He will be in charge of sales of all Mohawk products to jobbing, retail and mail-order houses, with headquarters at New York. Mr. Lambie was formerly with W. & J. Sloane, New York, as assistant sales manager of their linoleum division.

As previously reported, the Mohawk Carpet Mills, Inc., will assume direction of its sales when its contract with W. & J. Sloane, its present selling agents, expires. In the meantime, Mr. Lambie is building a sales organization which will begin active work after November 1.

Dudley W. Faust with Chicago "Tribune"

Dudley W. Faust has joined the advertising department of the Chicago *Tribune*. In the March 15 issue of PRINTERS' INK, under the title of "What Shall I Do to Become an Advertising Man?", there appeared a letter to Mr. Faust, written by his father, Paul E. Faust, of the Mitchell-Faust Advertising Company, Inc., Chicago. This letter was sent while his son was a student at college and recommended newspaper work as the ideal fundamental training for the advertising man.

To Direct Campaign for College Endowment Fund

The Emery Advertising Company, St. Louis, has been appointed to direct an advertising campaign to create a \$500,000 endowment fund for Central Wesleyan College, Warrenton, Mo. Newspapers, direct mail and magazines will be used.

WANTED:

A \$10,000.00 A Year Advertising Agency Executive

A moderate-sized Cleveland advertising agency, with ample financial resources, planning an aggressive program of expansion, desires the services of an outstanding advertising agency executive.

Such a man must have made a recognized success in contacting important accounts. He must have the experience and the personality to command respect in large business circles. He must be able to speak with authority on merchandising and advertising practice. Copy ability or internal organization management not required.

Age, over thirty and preferably under forty. Starting salary, \$10,000.00 a year basis, with every opportunity for increases as warranted, and participation in company ownership. Letters, preliminary to personal interviews, will be held in strict confidence, and should be complete as to facts and experience. Address, Box 186, c/o Printers' Ink.

More than
3000
 will attend the
**31st Annual
 Convention**
 of the
**International
 Association
 of Displaymen**

TORONTO
June 11-12-13-14

**The Ideal
 TIME AND PLACE**
 for the
NATIONAL ADVERTISER
 to get acquainted with
 the users of his
DEALER HELPS

100 Demonstrations
50 Nationally Known Speakers
20,000 Sq. Feet Manufacturers Exhibits
World's Largest Display Contest
Departmental Exhibits

4 DAYS
of Real Post Graduates Training
EXCURSION FARES

For complete program and details write
W. L. STENSGAARD, President
 International Association of Displaymen
 Montgomery Ward Co. — Chain Stores
CHICAGO

**Radio Corporation of America
 Appointments**

Quinton Adams, formerly manager of the Radiola division of the Radio Corporation of America, New York, has been appointed manager of a new major sales division to be known as the engineering products division, which will handle the sale of broadcasting stations, the sale of special apparatus and various sales contracts of the company.

E. A. Nichols, formerly district sales manager at New York, has been appointed manager of the Radiola division to succeed Mr. Adams. A. R. Beyer, formerly assistant district sales manager, Chicago, becomes district sales manager at New York. The position of assistant district sales manager at Chicago will be taken over by D. A. Lewis.

**S. G. Harris with McGraw-
 Hill Publishing Company**

Sidney G. Harris has joined the McGraw-Hill Publishing Company, Inc., New York, as sales promotion and market research man on the staff of *Bus Transportation* and the *Electric Railway Journal*. He formerly was sales engineer with The MotoMeter Company, Inc., Long Island City, N. Y.

**W. O. Rutherford Heads
 Pennsylvania Rubber Company**

W. O. Rutherford has been elected president of the Pennsylvania Rubber Company of America, Inc., Jeannette, Pa. He formerly was vice-president of The B. F. Goodrich Company, Akron Ohio, with which he was associated for many years in its sales division.

**Fuller Warren Account to
 Milwaukee Agency**

The Fuller Warren Company, Milwaukee, manufacturer of stoves, ranges, furnaces, and gas appliances, has placed its advertising account with Klau-Van Pietersom-Dunlap-Younggreen, Inc., Milwaukee advertising agency.

**"Implement & Hardware
 Trade Journal" Changes Size**

The *Implement & Hardware Trade Journal*, Kansas City, Mo., has changed its type page size to 7 by 18 inches. The new column measure is now thirteen and one-half ems instead of fourteen ems.

**Renard R. Kraft Joins
 "Management"**

Renard R. Kraft, formerly with the D. C. Kreidler Company, Chicago, has joined the advertising staff of *Management*, published by the H. P. Gould Company, also of Chicago. He will cover the Middle Western territory.

YORK

—the Third City in Pennsylvania in diversified industry—produces paper, ice machinery, safes, candy, farm machinery, water-wheels, silk cloth, tacks, furniture, chains, tractors, steam engines, saw-mills, chemicals, mill machinery, silk ribbon, automobile bumpers and fenders, trucks, wall-paper, roofing-paper, wire cloth, pianos, clothing—AND IS AN ACTIVE TWELVE-MONTH MARKET.

THE YORK DISPATCH

EVERY EVENING DELIVERS AS MANY PAPERS BY CARRIER BOY IN YORK AS THERE ARE HOMES—THE SUBURBAN AND TROLLEY TOWNS ARE ALSO THOROUGHLY COVERED COMPLETELY BY CARRIER BOY.

BENJAMIN & KENTNOR, National Representatives

2 West 45th St., New York
1524 Chestnut St., Philadelphia

240 Holbrook Building, San Francisco

235 N. Wabash Ave., Chicago
401 Van Nuys Building, Los Angeles



Your Billion Dollar Market

The salaries of America's teaching force of 761,000 men and women annually amount to \$1,006,084,615.

These teachers influence the buying of \$382,000,000 in supplies for these schools each year.

And they teach the buying habits of more than 24 million boys and girls.

Any one of these markets is worth going after. You can tap ALL THREE of them through the 37 State Teachers Associations publications now available as a unit. One order, one billing. Guaranteed 550,000 genuine teacher circulation without duplication. It is worth investigating.

*Write for Complete Analysis
of This Three-Fold Market*

SERVICE BUREAU

OF STATE TEACHERS ASSOCIATIONS, INC.

418 Shops Bldg., Des Moines, Ia.

Free



PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK
CITY. TELEPHONE: ASHLAND 6500. President
and Secretary, J. I. ROMER. Vice-President,
R. W. LAWRENCE. Treasurer, DAVID MARCUS.
Sales Manager, DOUGLAS TAYLOR.

Chicago Office: 231 South La Salle Street,
GOV'T COMPTON, Manager.

Atlanta Office: 87 Walton Street,
Geo. M. KOHN, Manager.

St. Louis Office: 915 Olive Street,
A. D. MCKINNEY, Manager.

San Francisco Office: 564 Market Street,
M. C. MOGENSON, Manager.

Issued Thursdays. Three dollars a year, \$1.50
for six months. Ten cents a copy. Foreign
postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$135; half page, \$67.50;
quarter page, \$33.75; one-inch minimum, \$10.50;
Classified, 75 cents a line, minimum order \$3.75.

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Chicago: G. A. Nichols	
D. M. Hubbard	
Frederic W. Read	
London: Thomas Russell	

NEW YORK, MAY 31, 1928

**The Way to
Ruin an
Industry** The story of
what a price-war
can do to an in-
dustry was effec-
tively told last week in a circular
sent broadcast to the coffee industry
by the National Coffee Roasters
Association.

The association did not hesitate
to say that the present-day wide-
spread use of coffee as a price bait
in retail stores has done incalculable
harm to the coffee industry.
Nor did it hesitate to give the
opinion that if this practice is
persisted in, it will eventually ruin
all profit possibilities in coffee for
everyone dependent upon the sale
of that commodity for all or part
of his income.

"Consumers buy coffee," says
the association, "on confidence
alone, confidence either in the

brand or in the particular store
patronized. Years of hard effort
have been devoted in establishing
this confidence, and also in culti-
vating a consumer taste for high
quality in coffee. Large sums
have been spent in building con-
sumer good-will for coffee. Yet
this present situation, and the
general lowering of quality it
provokes, will positively invite
consumer dissatisfaction with cof-
fee eventually; will kill all con-
sumer confidence and good-will
for coffee, and will definitely undo
all that the whole coffee trade has
been working on for years. This
result must be plain to everyone,
likewise that lasting injury from
existing conditions will reach all
distributors of coffee, even those
who may have been entirely con-
scientious in maintaining the quality
of their product."

In this statement, the associa-
tion is relating a lesson that
PRINTERS' INK has been endeavor-
ing lately to impress on the minds
of the leaders of other industries
who have rushed headlong into
price wars.

The coffee industry today is
facing a situation that no industry
can escape if it engages in price
wars, or if it persistently sanc-
tions the use of its product as bait
by retailers. Price warfare low-
ers quality. Lowered quality de-
stroys public confidence. Loss of
public confidence ruins the profit
possibilities of an industry.

Poor Gaming Official New
for the York is taking a
Racketeer hand at swatting
the advertising
racketeer. It anticipates the work
of the Better Business Bureaus
and other business organizations
by making impossible the initial
arrangements necessary to give
the racketeer something to sell.

For instance, there was the
juicy plum which fell into the
hands of one racketeer. He paid
\$1,500 for the privilege of soliciting
advertisements for a program
to be issued in connection with a
reception planned by the Municipal
Court Attendant's Association.
No sooner had his hand closed
over his purchase than it was

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was

pried open, the plum taken away and his \$1,500 returned.

His proposition was tied up with an organization of city employees, a fact which easily lends itself to an inference of official sanction—sales talk No. 1.

Hesitant prospects would have had emphasized to them the favors they might expect from court attendants, as civic employees and as political factors, by taking space, or the consequent disadvantages if the prospect were not listed "among those present"—sales talk No. 2.

It was one thing to get the plum but quite another to keep it. James A. Higgins, Commissioner of Accounts, at the request of Justice Timothy A. Leary, saw to that. What is more, if this individual should persist in his solicitations, he will have to make explanations to Mayor Walker.

This incident is one of several schemes which have been nipped by the city administration. One case concerned a charitable ball to be given in honor of Mayor Walker. Severe criticism was directed at this project by Joseph V. McKee, then Acting Mayor, who withdrew his support when he learned that the advertising for a souvenir program had been farmed out and that someone was to get 55 per cent of all proceeds from this program.

Metropolitan centers, like New York, have long been the happy hunting grounds for those who feed on advertisers' funds by shrewdly associating themselves with municipal activities. The policy of Mayor Walker's administration commends itself to other cities for the powerful influence it exerts in stopping "hold-up" advertising methods at their source.

Seasonal Fetishes A recent study of the average number of transfers and conveyances of real estate month by month for the last twelve years indicates that the formerly pronounced seasonal rise and fall in the real estate market is tending to disappear. That fact probably cannot be made to appear bristling with interest for the

general advertiser. Yet it possesses some significance, since seasonal buying affects nearly every manufacturing business and as a usual thing adds to production, as well as marketing, costs.

Building activities used to mark time in January and February. Now concrete flows, steel girders thrust themselves toward the blue and riveting machines lay down their barrages almost as readily in the dead of winter as at any other time. Advertising has had a hand in this conquest of the weather. It has informed and convinced industry of the value of new materials and methods a thousand times faster than industry could have learned of them a few years ago. Indirectly, then, advertising can claim some share in leveling the drooping curve of real estate sales.

In spite of the blow advertising has dealt many buying fetishes, there exists still in the minds of many executives an unquestioning acceptance of seasonal periods of sales stagnation. As far as their memory travels, sales have always tapered off at certain times of the year. With some, it is the summer slump. Others know it perhaps as the winter wilt. They talk in terms of regularly recurring depressions, cycles and presidential years when business simply must be bad. They do not try to understand what causes buying to slow down. They do not act to remove these causes. To men of these mental habits, the story of advertising needs retelling. They should be made aware of the forces in production and marketing which made automobiles all-year merchandise, cement and other building materials twelve-month sellers, ice and numerous foods year-round products.

When consumers want a piece of merchandise, advertising easily whets that want. Persistent advertising often transforms it into a need. And the seller, let it be remembered, is not the sole gainer. The buyer also profits in various ways, cultural as well as economic.

What about climate? Climatic conditions necessarily dictate many buying habits. No one can deny

that they create buying peaks and valleys, but there is greater chance of their importance being overestimated than overlooked. Those who know advertising and what it has done in exposing seasonal fetishes in the past have an opportunity and an obligation here. Without overselling advertising, they can render a service to many a business by encouraging its management to study seasonal slumps and to fight those causes which have no sound basis for continued existence.

The High Cost of Fussiness A recent editorial in *Power* tells a story the moral of which can, with slight adaptation, be brought as closely home to many employers of advertising as to the engineers for whose benefit it was originally set forth.

An engineering executive of a certain industrial plant, says *Power*, lately had it called to his attention that some of the steam piping badly needed a renewal of its insulation. So he secured prices on pipe-covering from the leading manufacturers. This was the starting point for a two-months' wrangle, from which he finally emerged triumphant, proudly clutching a price 5 per cent lower than had been the original quotation from the manufacturer whose product he had selected.

Unfortunately, a simple calculation showed that during two months' operation of the plant, the heat losses, directly and solely due to imperfectly insulated piping, must have cost the company, in coal wasted, at least three times as much as the 5 per cent "saving" upon which this shrewd executive plumed himself.

The moral for an engineer is plain; for a sales executive desirous of making the best possible use of the selling power of advertising, it is surely no less so. The way to save money by using good engineering materials is to use them; the way to make money by using advertising is to use it—not to fiddle with it.

If every employer of advertising had it constantly in mind that

every day of delay in its use is a day of lost sales power, there would be far less fussy revision of plans, far less weighing in jewelers' scales of the respective merits of agencies, far less agonizing over copy and far less playing with layouts.

Nobody has yet, to our knowledge, achieved perfection in advertising—perfection in plan, in art, or in copy, let alone perfection in all combined. But perfection doesn't happen to be necessary. Reasonably good advertising, reasonably well planned and written and illustrated, put promptly to work and kept at work, is worth a lot more than perfection or near-perfection that never gets a chance to show what it can do.

Tells Why Public Utilities Should Advertise Continuously

At the management conference of the United Gas Improvement Company, Philadelphia, and associated companies, continuous advertising in newspapers and magazines was advocated by W. M. Walsh, merchandise manager of the Connecticut Light and Power Company of Hartford. "Periodic advertising is comparable to an engineer letting his fire go out," said Mr. Walsh.

"Many utilities advertise only when inaugurating a campaign or conducting intensive sales activity. They should advertise continuously. Utility advertising aims to establish and maintain good-will as well as to merchandise. If wisely directed it will do both of these things. Good advertising can be depended upon to do much of the missionary work of the salesman in developing sales and in actually accomplishing sales."

William H. Braun with Princess Pat, Ltd.

William H. Braun, formerly vice-president of Fallis, Inc., Cincinnati, and more recently with the H. W. Kastor & Sons Advertising Company, Chicago advertising agency, has been appointed director of sales promotion for Princess Pat, Ltd., manufacturer of toilet preparations, also of Chicago.

Newspaper Campaign in Northwest for LaFendrich Cigars

H. Fendrich, Inc., Evansville, Ind., is conducting a newspaper campaign in Northwestern States on LaFendrich cigars. The Homer McKee Company, Inc., Indianapolis advertising agency, is directing this campaign.

Newell-Emmett Company

Incorporated

Advertising • Merchandising Counsel

40 EAST 34TH STREET

New York

**AN ADVERTISING
AGENCY FOUNDED
ON THE IDEA OF
RENDERING SUPER-
LATIVE SERVICE TO
A SMALL NUMBER
OF ADVERTISERS**

CLIENTS

Liggett & Myers Tobacco Co.

Western Electric Co.

Snider Packing Corporation

Loose-Wiles Biscuit Co.

Graybar Electric Company

Association of American Soap
and Glycerine Producers

The Ansonia Clock Co.

National Bank of Commerce
in New York

"NOT HOW MUCH, BUT HOW WELL"

Advertising Club News

Officers of Chicago Council to Continue in Office

Although their present terms have expired, Homer J. Buckley, president of Buckley, Dement & Company, chairman of the Chicago Advertising Council, and G. A. Schaeffer and Mason Warner, vice-chairmen, have acceded to the request of the Council to continue their present positions until January 1 in order that the fiscal year of the organization might correspond with that of the Chicago Association of Commerce in running from January 1 to January 1.



HOMER J. BUCKLEY

The announcement of this change was made at a recent meeting of the Council, at which E. St. Elmo Lewis, of National Services, Inc., Detroit, spoke on "The 1928 Type of Advertising Manager." "The 1925 type of advertising manager is giving way to the man of 1928," he declared, "and he is a fearless, pretty objective sort of person. He is studying critically what has been done and in the same critical manner, he is trying to link money spent for advertising with money returned by advertising. Through research, he is not only gathering facts but is also cautiously scrutinizing the interpretation of facts."

In the course of his talk, Mr. Lewis took strong objection to the attitude toward their advertising which he feels is typical of many advertisers. An executive, he stated, will spend three weeks in preparing for a motor trip, two years, or more, in getting to the point where he can play a good game of golf, yet he will pass on a \$100,000 advertising campaign in thirty minutes!

* * *

F. S. Montgomery Heads Hartford Club

F. S. Montgomery, vice-president of the Walter A. Allen Agency, Inc., has been elected president of the Advertising Club of Hartford, Conn. Howard C. Wilson, of Howard C. Wilson & Associates, was made first vice-president; C. W. King, Connecticut Brick Manufacturers Association, second vice-president; James H. Jamison, Graphic Arts Company, secretary; and Herbert Finlay, Finlay Brothers, treasurer.

Other officers elected were Miss M. R. Pfund, executive secretary, and Robert F. Belden, historian. A. W. Spaulding and F. C. Tindale were made directors with terms expiring in 1931.

Florida Clubs Told to Beware of Ballyhoo

Covered wagons, rolling exhibitions, five train exhibits, brass bands, paid lecturers, colored picture slides and other ballyhoo stunts were characterized by Herman A. Dann, former president of the Florida State Chamber of Commerce, as bad for community advertising, especially if a movement is made to get various localities to co-operate in their advertising. This was the basis of the keynote speech given before the fourth convention of the Fourth District of the International Advertising Association held recently at St. Petersburg, Fla.

Mr. Dann stressed the progress which had been made by other States through the effective use of advertising, and urged the State of Florida to bring about an officially directed advertising campaign. His suggestion resulted in a resolution being passed which called upon the next session of the State Legislature to provide an annual fund of \$500,000 for a three year minimum period to advertise the State.

E. E. Garrison, of the Lesan-Carr Advertising Agency, pointed out that specific marketing knowledge in consumer mail campaigns is just as important as in national campaigns directed at jobber and retail outlets. The mailing list, he said, should be more than a record of names and should represent actual consumers rather than potential prospects.

L. P. Dickie, executive vice-president of the Tampa Board of Trade, and Louis Lancaster, president of the Florida West Coast Association, referred to the importance of formulating advertising objectives in community advertising before the campaign was launched.

Earle Pearson, manager of the International Advertising Association; Grosvenor Dawe, chief of the Florida Industrial Survey, and Paul O. Meredith, secretary of the Florida State Realty Board also addressed the convention.

Frank H. Burns, of Orlando, chairman of the Fourth District, presided at the convention. About sixty-five delegates were in attendance.

Noble T. Praigg, vice-president of the Lesan-Carr Advertising Agency, St. Petersburg, was elected chairman of the district. Noble Enge, of the Enge Studios, Jacksonville, was made secretary-treasurer.

Jacksonville was chosen as the next convention city.

E. R. Ham, President, Portland Club

Ernest R. Ham, president of the Ham-Jackson Company, has been elected president of the Advertising Club of Portland, Oreg.



E. R. HAM

Other officers who were elected are: E. W. Fenton, first vice-president; H. B. Robinson, West Coast Engraving Company, second vice-president; and Chester I. Conn, secretary-treasurer.

Membership of the board of directors now includes: J. C. Abbott, E. C. Bechtold, Josephine H. Forney, H. C. Hodgkins, Merriman H. Holtz, Chester A. Jones, E. L. Martindale, Walter W. R. May, Walter J. Scott, George P. Simons and C. W. Teabault.

* * *

New York Young Advertising Men Re-elect R. S. Sherratt

R. Steele Sherratt, advertising director of the Winthrop Chemical Company, Inc., New York, was re-elected president of the Association of Young Advertising Men, New York, at a meeting held on May 25.

Edwin F. Skillman, of the New York *Telegram*, was elected first vice-president; Walter Kaspareit, second vice-president, and Howard M. Warner, of the Perry Candy Company, Long Island City, N. Y., treasurer. W. Schuyler Hopper, of The Erickson Company, New York, was re-elected secretary and Jack Walker, of the Einson-Freeman Company, Inc., New York, was re-elected assistant treasurer.

Wesley M. DeBarger, of the La Pidus Printing Company, New York, and Adam Paul Piret, of the Central Printing Company, New York, were elected directors of the association.

* * *

Allentown Club Re-Elects G. W. Smith, President

George W. Smith, of L. F. Grammes & Sons, Inc., has been re-elected president of the Advertising Club of Allentown, Pa. Charles C. Curtis, of the Allentown *Morning Call*, was re-elected treasurer. New officers elected were Robert O. Lehr, of Shankweiler & Lehr, vice-president, and M. M. Gottlieb, of L. F. Grammes & Sons, Inc., secretary.

* * *

Salt Lake City Club Elects Officers

John Gaser, of the Paris Company, has been elected president of the Advertising Club of Salt Lake City, Utah. Mrs. Hazel Johnson, Western Newspaper Union, was made secretary and Miss Isabelle Halton, treasurer.

Again Heads Philadelphia Women's Club

Florence M. Dart was re-elected president of the Philadelphia Club of Advertising Women at its annual meeting. Martha P. Minter, of the John L. Butler Company, was made vice-president; B. Ewing Kempf, Fidelity-Philadelphia Trust Company, treasurer; Clara M. McCall, Provident Mutual Life Insurance Company, recording secretary, and Clare V. Fey, Biddle-Paret Press, corresponding secretary.

Ruth E. Clair, Nan M. Collins, Kathryn H. Foliman and Beth Townsend were elected directors.

* * *

Jesse Phillips Elected by Cincinnati Club

Jesse Phillips, of the Richter & Phillips Company, has been elected president of the Advertising Club of Cincinnati, Ohio. E. L. Becker, of the H. W. Ross Company, was made vice-president. Clifford R. Fox, Cincinnati Post, was re-elected treasurer, and A. H. Apking, Cincinnati Cordage & Paper Company, was re-elected secretary.

Those elected to the board of governors for a term of two years were James W. Brown, W. A. A. Castellini, Myron L. Smith, Roger H. Ferger, Hudson R. Biery and Mr. Fox.

* * *

L. T. Brown Heads Bridgeport Club

Leonard T. Brown has been elected president of the Advertising Club of Bridgeport, Conn. Other officers elected were: A. D. Guion, vice-president; Miss Alma Munich, secretary; and Miss Lura Abell, treasurer.

Hollis Stevenson, Benjamin Parker, Miss Mildred Harrington, Mr. Brown and Mr. Guion were made directors of the club. R. B. Davis was elected chairman of the program committee.

* * *

Massachusetts Advertising Golfers to Hold Tournaments

The Massachusetts Advertising Association will hold its sixteenth annual golf tournament on June 5, at the Mt. Tom Golf Club, Holyoke, Mass. D. E. Paris, Boston, is in charge of the arrangements. At the same club, on the previous afternoon, the Lantern Club of Boston, magazine representatives, will hold a golf tournament.

The Little Schoolmaster's Classroom

PART of every executive's job at the Jewel Tea Company is to keep abreast of business developments as they are reported in business publications. To simplify this task and save time the publications to which the company subscribes are studied and routed methodically through the headquarters offices. One or two details incidental to these processes may interest members of the Class.

For example, the selection of articles as helpful to the company's officials is not made by a librarian or clerk. Executives alone are charged with that responsibility.

"Your librarian or clerk may be both conscientious and able, but too often he or she will miss important articles or fail to see that they are brought to the attention of the men most interested," one of the officers of the company says. "Several of us who know what our general officers and department heads will find of practical value direct their business-paper reading. Each of us studies a half dozen publications. We are responsible for finding whatever of real significance there may be for our key men in these magazines. We know their likes and dislikes rather well. Experience in working with them has taught us, I think, to spot the article which will be of real value to them."

Taking a copy of *PRINTERS' INK* from the company files this member of the Class explained to the Schoolmaster just how it was routed. A plain sheet of paper was pasted to the front cover. On it appeared the typewritten names of twenty-eight people with one or more numbers and a date opposite each name. The numbers indicated the pages on which there were articles of interest for the individual whose name they appeared opposite. The dates showed when the issue was to be passed to the next reader. The route

sheet on this particular issue showed the name of M. H. Karker, president of the company, at the top of the list. Four articles were marked for his reading. His penciled notation showed that he passed the issue on schedule to the general sales manager who had six articles to read. This copy then traveled to the vice-president, the secretary, the treasurer and so on down the list. Eighteen different articles were chosen as worth reading by one or more of the company's executives.

It is the Schoolmaster's observation that many plans for encouraging business-paper reading seem to fall short for two reasons. One of these is selection of articles by someone who does not know what executives want and will find valuable. The other is too much system in routing periodicals. The Jewel Tea Company's plan is passed along to the Class as one that has been tried and found free from both of these handicaps.

* * *

It is an oft-discussed question in some companies as to who is best qualified to handle complaints from customers. When a dealer writes that his latest shipment was terrible and "what are you going to do about it?" or a buyer threatens to throw out a line because he has had complaints from his plant men, is it a case for a "complaint clerk" or the big boss?

The Schoolmaster has just had a personal experience.

He wanted to buy a certain new unabridged dictionary. Years before he had possessed an early edition that contained a section on "Faulty Diction." Later editions did not include such a section. Why had it been discontinued?

He called up the publisher. The publisher's telephone operator could not answer the Schoolmaster's question. After a consultation, she evidently decided it was

OUTLOOKS



CHURCHILL-HALL
INCORPORATED
H. B. LE QUATTE, President
50 UNION SQUARE
NEW YORK

MEMBER OF AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

a complaint and therefore the "head man" should be called upon to handle it. Before the Schoolmaster was aware of it, he found himself talking to the "head man."

He stated his case. Half way through his story he was interrupted. "If you say that section was discontinued," snapped the "head man", "you simply don't know what you're talking about. The material in that section has been distributed throughout the vocabulary where it is more easily findable in connection with each word or expression than it would be if segregated. Why don't you look at your dictionary before you make such statements?" And the "head man's" receiver banged in the Schoolmaster's ear. He was evidently under the impression that he was talking to a dissatisfied purchaser. His method of handling complaints was the "crush" method. Fortunately for the Schoolmaster, it was applied before the sale was made.

A member of the Class in San Antonio writes of an experience he has just had. One morning,

he says, when he went out on his back porch to bring in the morning's milk, he found a pencil-written slip of paper carefully tucked under his milk bottle bearing the following communication:

Lady, I'm a poor boy and hired out and enjoy leaving you milk, but I must receive my bottles as each one cost me 5c apiece. There are several extra bottles du which as yet, have not been received. Please give this bottle problem closer attention. If you don't want to put them out every nite, put 'em out every Sat. nite for Sunday morning collection. Please advise me. Thanks.

Comments the Class member: "Speaking of handling a complaint diplomatically! Some of us handling bigger items than a 5-cent milk bottle could learn a lesson from this letter from the milkman."

* * *

The Schoolmaster scents an opportunity for a new kind of co-operative campaign, perhaps by the Amalgamated Vegetable Growers, or whatever vegetable growers call themselves when they gather together for co-operative activity.

This idea of the Schoolmaster's

ADVERTISING PREPARED and PLACED *in* ALL COUNTRIES

A knowledge of each country's special needs for successful returns in sales from advertising is at the disposal of manufacturers here and abroad. A close personal relationship exists between the Client and this Agency.

COPY—PLANS RESEARCH—SERVICE

G. HOWARD HARMON, INC. ADVERTISING AGENTS

GRAYBAR BUILDING NEW YORK

Modern Typography

—To Possess Advertising Value,
Should Be

DISTINCTIVE
EXPRESSIVE
BEAUTIFUL
LEGIBLE

These Type Qualities Can Be Found
In the Wide Assortment of Type Faces
From the Foundries of the

NEBIOLO COMPANY
(Largest European Type Founders)

Progressive Advertisers, Agencies, Printers,
Trade Compositors, Desiring to Put a Dis-
tinctive Type-personality Into Their Print-
ing. Are Invited to Send For a Specimen
Catalogue or Representative.

HOOD-FALCO CORPORATION
(Sole United States Agents)
19 Cliff Street, New York City
BEEKMAN 1035

(This Page Set in Radio Roman Series)

A Seasoned Advertising Salesman

A substantial, successful business publication is looking for an able advertising salesman to cover an important Eastern territory. Write fully of yourself, your experience and your accomplishments. The men in our organization know of this advertisement.

Address "R," Box 184,
Printers' Ink.

A Prominent Minister Says:

The paper that I choose to read must contain all the news—cleanly and decently printed. I read the

**San Francisco
Chronicle**

is not original but grew out of a reading of "The Book of Green Vegetables" by Mollie Gold and Eleanor Gilbert. On page one of the book is the following paragraph:

If there were a law requiring the labeling of fresh vegetables, as there is for packaged goods, the table of the average family would provide more varied fare. The reason why all of the thirty-nine varieties of greens do not appear in home menus is that even excellent housekeepers do not recognize them at the green grocer's; yes, including vegetables that they have eaten elsewhere.

There is no questioning the truth of that statement. The Schoolmaster rather prides himself on his acquaintance with garden products but admits that he would find himself stumped to walk up to a vegetable stand and pick out borecole, cardoon, purslane or sorrell, to mention only four vegetables for which the authors give tempting recipes. Close reading of the book also shows that the average cook fails to realize the possibilities of some of the better known greens.

What a chance for advertising! Variety of menu, health, vitamins, flavor; all the keynotes of a successful food campaign lie at the fingertips of those fortunate vegetable growers who seize the opportunity. Therefore, with a bow to Misses Gold and Gilbert, the Schoolmaster tosses the idea into the air with the hope that it lands on fruitful ground.

The Governor of the Panama Canal, Brig. Gen. Merriweather L. Walker seems to be fully cognizant of the value of an established name and the risk involved in changing such a name. This comes to light as a result of a movement that aims to change the name of the Panama Canal to the Roosevelt Canal.

In a letter to the Secretary of War, General Walker states: "The Panama Canal has been so called since the French Company first started work. The Canal is so known throughout the world. To change its name now will prove very confusing and for many years, even if the change of name

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is made, the world will continue to refer to it as the Panama Canal."

* * *

It must have happened somewhere first. The Schoolmaster knows not where, but in some college a few years ago a lazy boy who cared not for appearance decided to go without garters. Then and there, it would seem to a sideline observer, the garter industry got a blow right "on the button."

And now the boy who started it and his classmates who followed his lead and the boys all over the land who patterned after him are growing to manhood's estate and are thinking of settling down—they are looking forward, in fact, to marriage. But why is it that their suit is pressed in vain? Let A. Stein & Company give the reason, they who make Paris garters for the comfort of those men who have not foreseen such bourgeois aid to the hapless and shapeless male calf. This is how a Paris advertisement accounts for the disconcerting turndown:

Could he have read her thoughts he would not have lost her. And not once, but many times, she had noticed his ungartered socks crumpling down around his shoe tops. To have to apologize to her friends for a husband's careless habits was too much to ask. So she had to say "NO"—and in spite of his pleading couldn't tell him WHY.

The question now becomes "Can the garter manufacturers ridicule this garterless habit of young America out of existence?"

Thomas Kivlighan Leaves Richmond "News-Leader"

Thomas Kivlighan has resigned as advertising manager of the Richmond, Va., *News-Leader*, to join the Louisville Development Corporation, Louisville, Ky., realty auctioneers, in an advertising executive capacity. He had been with the *News-Leader* for nineteen years.

Springfield, Mo., Papers Merge

Consolidation of the Springfield, Mo., *Leader* and the *Springfield News* has resulted through the purchase of the *News* by the *Leader* Publishing Company from Edson K., Joe H. and Tams, Jr., Bixby. Edson K. Bixby, editor of the *News*, will become editor of both papers.



ROCHESTER

has received a big share of the 325,000 Germans, Austrians and Swiss who have come to the U. S. since 1923.

80%

of the non-English speaking immigration quota is German.

Daily *Abendpost*

Rochester, N. Y.

Salesmanager Wanted

A high grade Sales Executive is wanted to assist General Sales Manager by a nationally known firm manufacturing a complete line of oil and chemical specialties going into industrial channels.

This firm is the leader in its field and offers an excellent opportunity to a high grade Executive who can produce results operating through a system of Branch Offices and established sales organization. The main office is located within ten miles of New York City.

Write us complete history, with statement of initial salary.

Replies confidential, if desired.

Address "O," Box 181, P. I.

WANTED: A Successful Sales Executive

who is bigger than his job. Key position open in aggressive, rapidly expanding Massachusetts organization, leader in its branch of the rubber industry. Executive sought is between 30 and 35 years of age, of proven sales and managerial ability. Extensive travel necessary for first year or two. Salary, \$7500 or more, depending upon proved performance. Your letter should give complete details of experience and personal history. Applications held in confidence. Address "M.", Box 180, Printers' Ink.

Good Advertising Copy by *Seth Brown*

Explains its interesting and believable essentials and character of advertising service you are entitled to receive. 25c. Seth Brown, Dept. A., 7 W. 45th St., N. Y. City

A creative staff for advertisers, publishers and printers rendering complete service in plan, art, copy, layout and product design.

**BART-HOWARD
CORPORATION**
14 East 32nd Street
New York City

Photo-Retouching

Modern or highly technical

NEW YORK SERVICE



The GUSART studio
Photo-Retouching • Commercial Art
TELEGRAMS: GUSART
14 E. 32nd Street, New York City

Texas Life Underwriters to Advertise Co-operatively

Eleven out of the fifteen Texas life insurance companies are planning a co-operative advertising campaign throughout that State. The copy is to be unsigned. Lorry Jacobs, director of public relations of the Southland Life Insurance Company, Dallas, will direct the campaign. The Southwestern Advertising Company, Dallas, has been appointed to handle the account for which newspapers, farm papers and insurance business papers will be used.

Lezius-Hiles Buys Premier Company

The Premier Company, Cleveland printing business, has been purchased by the Lezius-Hiles Company, also of Cleveland, and will be continued as a sales organization to be directed by Ralph Smith, formerly of Premier. Lezius-Hiles will handle production.

J. Thoburn Bishop, general manager and treasurer of Premier, will continue publication of *Your Garden Magazine*, which he started a year ago.

F. H. Sanders to Direct Franklin Automobile Sales

Frank H. Sanders is now general sales executive of the Franklin Automobile Company, Syracuse, N. Y. He was formerly distributor of Franklin automobiles in Chicago for nine years but retired from the automobile industry six years ago.

Appoints Evans, Kip & Hackett

Observation Motor Cars, Ltd., London and New York, has appointed Evans, Kip & Hackett, Inc., New York advertising agency, to direct its advertising account.

J. H. Diehl Leaves Mason Tire & Rubber Company

John H. Diehl has resigned as vice-president of the Mason Tire & Rubber Company, Kent, Ohio.

Joins Frank Kiernan Agency

Sanford R. Cowan has joined the staff of Frank Kiernan & Company, New York advertising agency, as an account executive. He was formerly with Sternfield Godley, Inc., New York.

You tell it with copy  We tell it with type
The ads on pages 135 and 155 were
Set by Royal

Ask Me About Our  Your Specimen Book
ROYAL TYPOGRAPHERS
Newspaper and Magazine Compositors
133-136 West 45th Street, New York City
Telephone: BRYant 5715-0779

To Form Henne-Kahler Shoe Company, Inc.

The Henne-Kahler Shoe Company will be incorporated to acquire William Henne & Company, Inc., Brooklyn, N. Y., Physical Culture Bootery, Inc., Physical Culture Shoe Shops, Inc., of Jersey City, N. J., Fashion and Comfort, Inc., and the Kahler Shoe Company, the latter company being a consolidation of Dr. Peter Kahler Sons, Inc., and the Lounsbury-Soule Company.

Toy Account to Milwaukee Agency

The toy division of the G. B. Lewis Company, Watertown, Wis., has placed its advertising account with Kla-Van Pietersom-Dunlap-Younggreen, Inc., Milwaukee advertising agency. Toy trade papers and national children's magazines will be used, featuring Arkitoy Play Lumber.

W. R. Skiff with Rainbow Luminous Products, Inc.

Walter E. Skiff, recently general manager of the Cleveland branch of the General Outdoor Advertising Company, has been made general manager in charge of sales and production of Rainbow Luminous Products, Inc., New York.

D. Lee Shaw Joins Clark Collard Agency

D. Lee Shaw, for the last six years with the sales and advertising departments of the United States Gypsum Company, Chicago, has joined the Clark Collard Company, Chicago advertising agency, as account executive.

Death of Frederic H. Gates

Frederic H. Gates, president of the F. H. Gates Company, advertising agency of Cleveland, died on May 21 at London, Ky., as the result of an automobile accident. He was sixty-nine years of age.

Golfdom

The Business Journal of Golf

Means 100% coverage of all the buying executives of every club where golf is played in America.

236 N. CLARK ST., CHICAGO

Opportunity as Advertising Manager

We are a progressive and well established firm—manufacturers of a complete line of boiler feed water control devices, with installations in all principal power plants of the world.

If you have worked at advertising long enough to enable you to produce a mechanical or display advertisement that will attract the attention and favorable comments of readers of Power Magazines; and

If you have worked in an office long enough to write a circular letter so as to place the line of thought before the salesman and customer in the most convincing way—to keep an adequate stock of office supplies; and

If you have studied advertising enough to show that you have the creative and suggestive ability to cope with and surpass that of competitors; then

Write, telling us why you think you can handle this work, and we will arrange for an interview.

NORTHERN EQUIPMENT CO.
P. O. Box 783
Erie, Pa.

FOREMAN FOR TYPOGRAPHIC PLANT

In a livable, medium-sized city in Ohio there is an opportunity for a man who has proven himself capable of supervising the production of typography for advertising agencies.

This man will head up a newly-organized department of an aggressive and successful printing plant. All material and equipment will be new, and adequate for the production of type composition that must be as good as the best that can be produced anywhere.

Tell us in a letter what your experience has been; what you are doing; when your services would be available, and any other information about yourself that you think might help us reach a decision.

Address "I.," Box 30, Printers' Ink.

WANTED: TO KNOW

of an opening for copy writer in a New York or Chicago agency. Proven ability to seek out ideas, plan, write and contact. A woman with business insight, now employed successfully. Address "Miss Logan," PRINTERS' INK, New York or Chicago.

"GIBBONS knows CANADA"

J. J. GIBBONS Limited, Advertising Agents—
Toronto.....Montreal.....Winnipeg.....Vancouver.....Hamilton.....London, Eng.
New York Office 2352 Granby Bldg. Thomas L. Britts, Manager for United States

Classified Advertisements

Rate, 75¢ a line for each insertion. Minimum order, \$3.75
First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

ATLANTIC CITY, N. J.—Desirable Boardwalk store for rent. Ideal location for a national exhibit. Corner. In St. Charles Hotel with entrance to lobby. Very reasonable. Write St. Charles Hotel.

New York and Eastern

PUBLISHERS' REPRESENTATIVE
Now handling two technical trade papers. Can represent one more; A. B. C. preferred. Box 571, Printers' Ink.

TRADE PAPER WANTED

Publisher will buy progressive trade journal in growing field. Send copy latest issue and descriptive information. All replies held in strict confidence. No brokers. Box 581, Printers' Ink.

Opportunity Extraordinary

IN YOUR OWN LOCAL TERRITORY
Ambitious, industrious man of character plus sales and organizing ability who can invest \$125 or more, can take advantage of an exclusive opportunity with immediate earnings and future possibilities which will satisfy the man of unlimited ambition. Get full particulars now. W. Isaac Robinson, Pres., 210 Lincoln St., Boston, Mass.

Advertising Accounts Wanted

A reliable, fully recognized, long-established New York Agency, with a thoroughly efficient organization, desires to increase its billing and is open to proposition from an experienced advertising man who controls his own following and would like connection where he will be practically independent and make his future what he wishes. Box 579, P. I.

PRINTING PRESS WANTED

Used or rebuilt vertical Miehle or Kelly press in good condition. Please state age of press, serial number, condition, price wanted and when delivery could be made. Must be free of mortgage and other incumbrances and title warranted. Write or wire

KARL H. SCHUMANN
1202 Steubenville Bank Bldg.
Steubenville, O.

HELP WANTED

ADVERTISING MANAGERS, purchasing agents, publishers' representatives and advertising solicitors or salesmen in the vicinity of New York who desire to increase their earnings or work towards a more lucrative position with an advertising service company, will find our proposition of interest. No effort or time required or conflict with present work. Give full details of present work. Suite 346, 1 Madison Ave.

Secretary-Stenographer wanted in advertising department of New York bank. Young woman with Agency experience required. Give full details and salary desired. A real opportunity. Box 578, P. I.

Direct Mail Copy Writer

Large direct advertising agency in Middle West has opening for experienced man who can write on variety of well-known accounts. Good salary and exceptional chance for capable man. Box 573, P. I.

ADVERTISING SOLICITOR

Established hardware trade paper with aggressive editorial policy and strong A. B. C. circulation wants experienced solicitor to cover Eastern territory. Prefer man who has been covering this territory for national or sectional paper. Salary or commission. Box 564, Printers' Ink.

COPY WRITER WANTED

A capable young man is required in the Advertising Department of a well-known manufacturing firm. One who is experienced in the preparation of copy for industrial products. Our offices are located in New Jersey, near Newark. In your reply, please state your age, give a careful outline of your past experience and, if possible, send specimens of your work. Salary, \$45.00. Box 577, P. I.

ADVERTISING SOLICITOR

Well established, successful weekly trade paper wants thoroughly experienced solicitor to cover important territory, with headquarters in Pittsburgh. Should be familiar with agencies and advertisers in trade and technical fields. Excellent salary to start and unlimited opportunity for advancement. Write complete business experience and qualifications. Sell yourself. Box 576, Printers' Ink.

MISCELLANEOUS

SHOES AND FEET

To shoe companies, shoe associations, chain shoe stores, makers of foot devices or foot preparations:

For sale, a series of 400-word articles on foot care by expert podiatrists and illustrated by comic cartoons (text serious, however). Excellent to run as part of local or national advertising. Ten articles ready; any number additional will be furnished under contract. Price, \$150 per article. Box 589, P. I.

POSITIONS WANTED

Advertising Man—31, educated, 9 yrs. exp. (industrial and technical) with representative manufacturers, trade paper to direct mail, survey to proof. Moderate initial salary with opportunity. Box 572, P. I.

ARTIST

Versatile commercial and layout man of exceptional merit. Ten years' successful experience. Willing to leave New York. Box 565, Printers' Ink.

Artist with thorough experience in creating decorative and figure designs for labels, cut outs and posters in water or oil color desires position with A1 lithographic firm. Box 592, Printers' Ink.

ADVERTISING-SALES PROMOTION

Fifteen years' agency, trade-paper, direct-mail and departmental experience; wants new connections. Well recommended. Box 586, Printers' Ink.

ARTIST

Young lady with agency and free-lance experience wishes permanent connection with Advertising Agency or Art Service. Box 583, Printers' Ink.

CATALOG COMPILER

Woman capable of compiling high-grade catalogs wants permanent or temporary catalog compiling work. Also experienced proofreader. Box 575, P. I.

SEASONED AGENCY MAN

Twelve years' agency—plan, copy, contact. Thirty-five, married. Seeks connection with agency where he can deliver the goods on a bigger job. Box 569, P. I.

Phila. Sales Mgr.

Wide contact. Knowledge of advertising and office management. Box 588, P. I.

Adv. Writer

Ten years copy chief large New York agencies. Box 584, Printers' Ink.

Young Lady—Pleasant personality and good appearance. Has had 10 years' experience as bookkeeper and office executive; entire charge, good managerial ability. Desires to connect with concern of high caliber. Box 570, Printers' Ink.

FIELD RESEARCH WORKERS traveling by car in the Middle West and Far West want additional sales investigation work. Personal interviews, individual reports—consumers, dealers, jobbers—any line. Box 566, Printers' Ink.

SOMEWHERE THERE'S A POSITION seeking a youth of twenty-three who can produce good copy and layouts. Twenty-eight months' experience and a college education furnish the background. Box 593, Printers' Ink.

Copy Writer, who can also do contact work, desires agency connection. Five years' department store advertising manager. Six years' publication and newspaper work. Some direct-mail experience. Age 32. Married. Box 587, P. I.

Advertising Executive—Salesman

Thirty-nine years of age; 8 years' experience with national organizations, selling and directing various phases of direct-mail advertising as well as white space; possess unusual sales ability and experience. Am desirous of making connection with reliable organization. Address P. O. Box 442, Chicago.

AGRICULTURALLY-TRAINED young man with successful advertising and space-selling record on farm papers and newspapers seeks connection with agency, manufacturer or publisher. College education. Now employed. Box 585, P. I.

AN UNUSUAL GIRL

wants an interesting job. She is young, attractive, stenographer-secretary, expert bookkeeper. Fine command of English. Tact and acumen. Can take charge. Last salary was \$45. Box 567, P. I.

TYPOGRAPHER-LAYOUT MAN

Six years with one of largest agencies in East. Real creative ability. Capable of taking charge of all technical details. Wishes to locate in Los Angeles or San Francisco. Box 574, Printers' Ink.

COPY and PRODUCTION MAN

Technical education, newspaper reporting experience, 4 years with important manufacturers, 3 years with leading advertising agencies. Knows layout, typography and production. Box 594, Printers' Ink.

ADVERTISING COPY WRITER

Young woman with exceptionally fine background in advertising work; knows merchandise and fashions; typography and layout; over 7 years' retail-store and publication experience. Box 582, P. I.

ADVERTISING MANAGER

with unusual ability, thoroughly experienced, wished to make change to larger paper. Has fine record. Best references. Twenty-six years old, married, college education. Will go anywhere for right opportunity. Box 568, Printers' Ink.

College-trained woman, experienced in Commercial Home Economics—laboratory, field and radio work, desires connection with firm manufacturing food products or with advertising agency handling such accounts. Present position pays \$3,000, but has no apparent future. Personal datum sent upon request. Box 591, P. I.

IF YOU ARE looking for a young man, 22 years old, who can render a capable assistance in organizing or continuing sales promotion work, with a practical knowledge of planning direct-mail advertising campaigns, just mail a note to the address below.

Box 580, Printers' Ink.

Technical: Mid-West

Sales-Advertising man; engineering training, wide experience. Dependable organizer—claiming to have ideas and ready to prove it. Familiar especially with radio, electrical, management work. Around \$5000. Chicago preferred. Box 590, Printers' Ink, Chicago Office.

ASSISTANT to Sales or Advertising Manager—Who wants a man to take over all details of printing and newspaper production? Strong layout man, thorough art work buyer, good knowledge of type and everything a man should know after being in the business ten years. The job I can fill might be with a chain store, department store or industrial organization. E. CLEMENS, 43-38 SOUTH TWENTY-SIXTH ST., FLUSHING, LONG ISLAND.

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Give Them Action

When men see how to do it they make more sales. Action counts.

Lighted pictures of the right kind will present your ideas on how to manage every sales point, in a live, interesting way that gets action.

Twelve years of experience has highly developed the skill of this organization in making lighted pictures for sales education and instruction.

Let us show you how successful companies are using a proven sales training method that costs remarkably little and is reinforced by national field service.

Every picture we have ever made has helped accomplish the buyer's purpose.

Jam Handy Picture Service

Newspapers' Film Corp'n

6227 Broadway, Chicago

Still and Motion Pictures—Animated Drawings—Screens—Slides

New York, 420 Lexington Avenue—Dayton, 887 Reibold Bldg.—Detroit, General Motors Building—Regional Sales and Service at Principal Points Throughout the United States

DEALER COVERAGE

IN addition to The Tribune's overwhelming coverage of families in Chicago and the key trading centers of the Chicago territory, The Tribune also offers advertisers far greater dealer coverage than any other Chicago newspaper.

Analysis of investigations among hundreds of dealers in many commodities—druggists, grocers, jewelers, radio dealers, roofing and building supply dealers, etc.—both in Chicago and the Chicago territory, shows that 81.6% of those replying read The Sunday Tribune and 75.9% read The Daily Tribune.

Considering Chicago separately, 88.5% read The Sunday Tribune and 84.8% read The Daily Tribune.

No other Chicago newspaper approaches this following among retailers in Chicago and in Zone 7. Only 21.7% of the dealers outside Chicago who replied, read the second Chicago newspaper.

Advertisers have found that maximum distribution and sales in this richest market *demand* concentration in the

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

*April Circulation 825,649 daily;
1,131,675 Sunday*